

7-1994

July 1994

Inland Empire Business Journal

Follow this and additional works at: <http://scholarworks.lib.csusb.edu/iebusinessjournal>



Part of the [Business Commons](#)

Recommended Citation

Inland Empire Business Journal, "July 1994" (1994). *Inland Empire Business Journal*. Paper 88.
<http://scholarworks.lib.csusb.edu/iebusinessjournal/88>

This Article is brought to you for free and open access by the John M. Pfau Library at CSUSB ScholarWorks. It has been accepted for inclusion in Inland Empire Business Journal by an authorized administrator of CSUSB ScholarWorks. For more information, please contact scholarworks@csusb.edu.

INLAND EMPIRE business journal

VOLUME 6, NUMBER 7

\$2.00 JULY 1994

Catalytic Converters

The Environment

Chief Joseph Ranch



**Focus
Environmental
Issues**

**Card Clubs
and the
Inland Empire**

**Water, Water
and More Water
At Cadiz**

**Ten
Management
Principles**

BULK RATE
U.S. POSTAGE
PAID
CHINO, CA
PERMIT NO. 243



"So he's some fancy schmancy photographer now huh?
Well, that kid was always up to something.
I knew all he needed was a little discipline and a few push-ups.
Drop and give me 20 mister!"

Mr. Thom, 9th grade P.E. teacher

CALL FOR MORE REFERENCES OR A PORTFOLIO VIEWING.



VISUAL IMPACT
commercial photography

FRED ARMITAGE, VISUAL IMPACT 801 SOUTH DUPONT, SUITE D, ONTARIO, CA 91761 PH 909-460-0270

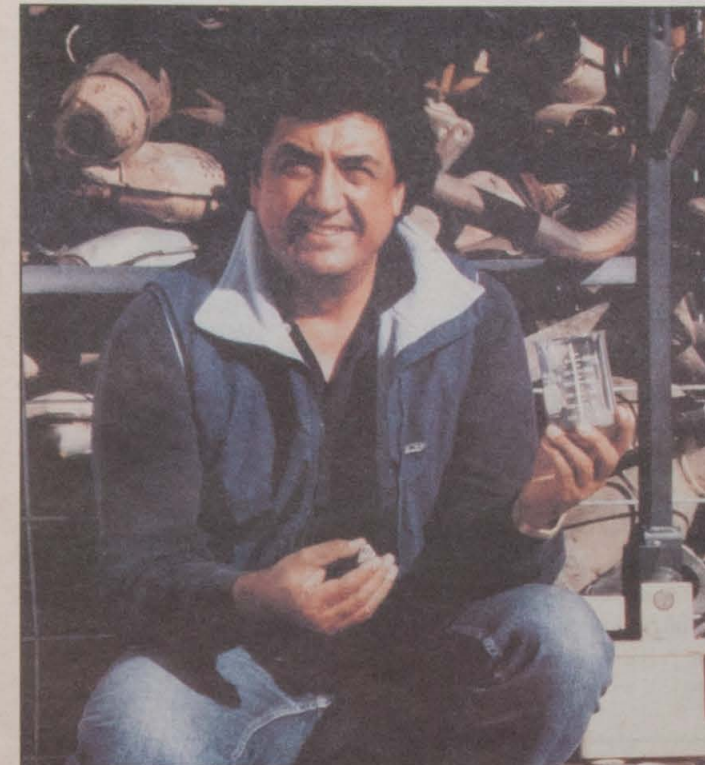
INLAND EMPIRE business journal

VOLUME 6, NUMBER 4

JULY 1994

\$2.00

Catalytic Converters and the Environment



Mel Pervais, president and CEO of Rhodium 2001, sitting in front of a dolly load of catalytic converters.

by Harriet Hooper-Gibson

Can one man's vision, financing and nuclear power experience combined with another's unique process, deliver a first-for-the-industry, 100 percent recycling process? Can spectacular prosperity and environmental compatibility coexist? It's beginning to look more and more like a probability.

The whole of the above has many parts.

Part I

A recent poll reported that more than 80 percent of the American people are convinced that air pollution has gotten worse or, at best, has remained the same. But haven't you noticed there are fewer serious air alerts? Doesn't the sun seem to shine a little brighter and the air smell cleaner?

Well, statistics back up these improvements.

From 1983 to 1992, according to our U.S. Environmental Protection Agency (EPA), the official watchdog of water, land and air quality, smog was down by 21 percent; lead, by 89 percent; nitrogen dioxide, by 8 percent; and carbon monoxide, by 34 percent. That's nine years worth. The statistics for the past 25 years are even more dramatic.

Please See Page 14

Closeup: Hal Lazareff



At Deadline Regional Mall Planned for Loma Linda

Another major opportunity for Inland Empire residents is in the planning stage, this time by Loma Linda City Council. They have opened formal negotiations with Los Angeles-based Metro Malls to bring a \$135 million regional outlet mall to the city.

The developers hope to put the two-story, 193-store mall on an 82-acre site on Redlands Boulevard which is owned by the city and the Redlands Unified School District. Up to 5,000 construction jobs will be provided for the 1.2 million square foot structure, which will

Please See Page 55

SNYDER LANGSTON BEGINS CONSTRUCTION ON 760,000-SQUARE-FOOT TOYOTA PARTS CENTER

IRVINE—Snyder Langston has announced that construction is currently underway for the 760,000-square-foot Toyota Parts Center in Ontario. Serving as the general contractor as well as providing assistance on entitlements for the \$75-million project, the Irvine-based company joined California Governor Pete Wilson and Toyota executives from Japan and the United States in a recent groundbreaking ceremony for one of California's largest new private construction projects.

According to Steve Jones, president of Snyder Langston, the project includes construction of a parts warehouse, 38,000 square feet of office space and a 10,000-square-



foot dining/training area as well as sitework, an outdoor parking lot for 450 vehicles, and landscaping on a 94-acre site for Toyota Motor Sales, U.S.A., Inc. (TMS). Due to the scope of the project, Snyder

Langston will be hiring approximately 40 to 50 subcontractors with hundreds of personnel and will be purchasing materials from the regional area

Please See Page 29

This Month in the Inland Empire Business Journal

Catalytic Converters and the Environment 3
One company is looking for ways to recycle catalytic converters.

Tradewinds and Champs Card Clubs 5
Card clubs are on their way to the Inland Empire.

Electric Cars are Here Today 18
The future of electric cars is here today.

"0" Emissions Vehicles 22
They're being promoted for early development and commercialization.

Sonic Filter Cleaning 23
With this method of cleaning, water is not used! Find out what is.

Water Reclamation Project 27
A company is honored for its research and study of water reclamation.

3rd Quarter Financial Hiring 28
The predictions and a review for the Inland Empire

Medical Disposal Project 37
A new method of disposal is in use in the Inland Empire.

Environmental — Economic 41
Can environment and economics go hand in hand?

ALSO

Advertising/Marketing & Public Relations	33	Editorial	6
Ask the California Venture Forum	38	Executive Time Out	48
At Deadline	3	IEBJ Profile: Timothy Steinhaus	24
Bankruptcies	60	Lists of the Month: Largest Employers	12/36
Chamber of Commerce Happenings	58	Environmental Cos.	26/45
Classifieds	57	New Business Listings	61
Close-Up: Hal Lazareff	7	People, Places and Events	56
Commentary	6	Real Estate Focus	54
Corporate Profile: Cadiz Land Co. Inc.	10	Restaurant and Entertainment Guide	46/47

About The Cover

The July 1994 cover is a photo through the gates of Chief Joseph Ranch in the Southern Bitterroot Valley of Montana. This is the home and office of Mel Pervais, an Ojibwa Indian, control systems engineer, and the President and CEO of Rhodium 2001, Inc. He has developed a unique system of recovering the precious metals that are in catalytic converters. It is one of those all too rare situations where a profitable business is in perfect harmony with, and actually helps, the environment. Read about it beginning on page 3.

Vol. VI, No. 7 July 1994 — Inland Empire Business Journal is published monthly by Daily Planet Publishing, Inc., 305 Sacramento Place, Ontario, CA 91764. (909) 391-1015. Bulk rate U.S. postage paid, Chino, CA, permit No. 243. Send address changes to: Inland Empire Business Journal, Circulation Dept., 305 Sacramento Place, Ontario, CA 91764. Information in the Inland Empire Business Journal is deemed to be reliable, but the accuracy of this information cannot be guaranteed. The management of the Inland Empire Business Journal does not promote or encourage the use of any product or service advertised herein for any purpose whatsoever. Neither the information nor any opinion, which may be expressed herein, constitutes an endorsement, or solicitation, for any purpose, or for the purchase or sale of any security. "Inland Empire Business Journal" trademark registered in the U.S. Patent Office ©1988 by Daily Planet Publishing, Inc. All rights reserved. Reproduction in whole, or in part, without written permission, is prohibited. Manuscripts or artwork submitted to the Inland Empire Business Journal for publication should be accompanied by self-addressed return envelope with correct postage. The publisher assumes no responsibility for their return. Opinions expressed in commentaries are those of the author, and not necessarily those of the Inland Empire Business Journal. Subscription payment must accompany all orders for the monthly journal or annual Book of Lists. Copyright © 1994 Daily Planet Publishing, Inc.

1994 Entrepreneur of the Year Awards Announced

The Inland Empire's outstanding entrepreneurs were honored June 16 at the Red Lion Inn in Ontario as the 1994 Entrepreneur of the Year awards were announced.

More than 500 local business leaders attended the banquet and award ceremony for the nine recipients. The Entrepreneur of the

Year award was founded by the professional services firm of Ernst & Young, and is sponsored nationally by Inc. magazine and Merrill Lynch, plus The Inland Empire Business Journal, The Sun, The Press Enterprise and the Desert Sun locally.

This year's recipients were:

Master category: Nicholas Kosta, chairman of Advance Business Graphics; and Gordon L. Bourns, chairman of the board, and the senior management team of Bourns, Inc.

Socially Responsible category: Jerome F. Wall, M.D., FACS, founder, and James B. Clover, Jr., M.Ed., ATC, PTA, coordinator, The Sports Foundation.

Consumer Products category: Bill Guthy, president, and Greg Renker, president, the Guthy-Renker Corporation.

High Technology category: James Chu, president of Keypoint

Technology Corp.

Health Care category: Prem N. Reddy, M.D., FACC, chairman/president/CEO of the PrimeCare Medical Group Network, Inc.

Small Business category: Debbi Huffman Guthrie, president/CFO/RMO of the Roy O. Huffman Roofing Company.

Manufacturing/Wholesale category: Allen Y. Chao, president/CEO of Watson Pharmaceuticals, Inc.

The Spirit of Leadership award was presented to Senator Robert Presley.

The winners, chosen by an independent panel of judges, were selected for having demonstrated excellence and extraordinary success in such areas as innovation, financial performance and personal commitment to their business and communities. These recipients were selected from a pool of 25 finalists. There were more than 90 nominations for the awards.



Senator Robert Presley accepts the Spirit of Leadership award from Ernst and Young's managing partner, Don Ecker.
Photo by Michael J. Elderman

These regional award recipients are now eligible to become National Entrepreneur of the Year Award winners. From regional candidates across the country the national judging panel will select finalists and award recipients for the six national awards and for the overall 'Entrepreneur of the Year' award.

Champs and Tradewinds Expect to Bring Prosperity to Pomona

Jobs. Money in the city's coffers. Lower utility taxes. Jobs. Higher income for local businesses. Entertainment in our own backyards. Jobs. Improvement in city services. Programs for our young people and the needy. Jobs.

The benefits, as spelled out by club representatives and proponents, include something for everyone, but most especially for residents of Pomona and the rest of the Inland Empire.

City of Pomona

For the city of Pomona, each club is expected to generate some \$3.7 million to \$4 million in taxes and revenue in 1995 (that's at a 10 percent tax rate and is dependent on a full year's operation), increasing to from \$10 million to \$11.5 million by 1999. Up to \$500,000 in sales taxes from each club would be added to that in 1995.

Community at Large

Both card clubs and the city of Pomona have arranged that the community would receive

substantial amounts for social programs as well. A Champs' representative, Atty. Philip Schaefer, noted that a contractual agreement between Champs and the city includes a contribution of 1 percent of the club's annual gross income to be distributed by a foundation governed by local citizens from representative groups and businesses. The foundation would choose the agencies and charities to receive the funds, in the same manner as the United Way.

Tradewinds and the city have arranged that local youth programs would receive up to \$1 million a year of the city revenues.

Jobs for Residents

For each club's approximately 800 potential employees, the chance of an annual salary averaging \$30,000, with six to 12 weeks of training provided for some positions, would be a welcome boon after years of economic hardship. In addition, for the six to eight months prior to opening, the development of Champs and Tradewinds would

create 600 to 700 jobs for local construction workers. In the Inland Empire, with its higher than average unemployment rate, and still in pain over the loss of so many highly paid defense industry positions, these potential jobs could mean residents keeping their homes in the area instead of relocating ... or even losing their homes to foreclosure if they have been without work for an extended period.

Local Businesses

According to Tradewinds' General Manager Jon Langbert, local merchants and business people would also benefit from this gaming industry, just as the supply-side businesses in Las Vegas profit from all the casinos. Both Tradewinds and Champs plan to use local suppliers and services, and Langbert claims that patrons of the gaming centers would undoubtedly add many dollars to the local economy by eating, shopping and vacationing in the surrounding areas of Pomona and nearby cities.

Local Entertainment

For customers, both clubs offer gaming, entertainment, dining facilities, and high-level security around the clock. For those used to going to Las Vegas or Laughlin for their entertainment, that also means the convenience and savings of having their fun while staying closer to home.

The term 'customer' doesn't necessarily mean Inland Empire residents, however. According to studies made by Champs, local residents usually account for only 2 percent of a card club's patrons. That statistic should be of some comfort to those who oppose gaming on the grounds that it leads to family and moral deterioration and will cause even more crime and social problems locally.

About The Clubs

The Tradewinds Entertainment Complex, once expected to be completed on the Los Angeles Fairgrounds in December 1994, would offer many types of gaming, including 70 card tables; live

Please See Page 15

WE'LL BRING YOUR INTERIORS TO LIFE

As interior plant specialists for over ten years, we can achieve a lush atmosphere for you, using top quality green and colorfully blooming plants. We have a fully stocked greenhouse facility with a large inventory of plants. We are fully trained to suggest and design plant material that will enhance your facility. Our highly trained technicians regularly service all your plant needs.



CREATIVE PLANT RENTALS

Serving the counties of Orange, Los Angeles, San Bernardino, Riverside and San Diego
PHONE (714) 898-2636/(619) 941-4610 FAX (714) 894-7938

Interior Plantscaping

COMMERCIAL & RESIDENTIAL

Offices ■ Banks ■ Hotels
Restaurants ■ Model Homes

SHORT TERM

- Special Events
- Parties
- Conventions
- Banquets
- Stage Sets
- Theme Events

LONG TERM

- Design
- Sales
- Lease
- Installation
- Maintenance
- Guaranteed Quality

OUR QUALITY IS EXCELLENT
OUR SERVICE IS SPECTACULAR
OUR PRICES ARE COMPETITIVE

The San Bernardino County Museum

Experience Inland Southern California

- ◆ anthropology and archaeology
- ◆ biological sciences
- ◆ earth sciences
- ◆ history
- ◆ fine arts

250,000 people visit the Museum each year.
60% of the Museum general audience is families with children.
85% of Museum visitors live in Riverside or San Bernardino Counties.

Your business can share in the Museum's mission of preservation, education and cultural enrichment through the CORPORATE PARTNERSHIP PROGRAM while providing valuable benefits for your employees and the entire community. Contact the Museum Development Office at (909)798-8570 for more information.



THE SAN BERNARDINO COUNTY MUSEUM

Calif. St. exit from I-10 in Redlands
Tuesdays-Sundays 9 to 5
Printed courtesy of Inland Empire Business Journal

Editorial

Rancho Mirage City Council

Power does strange things to some people. It can bring out the best or the worst in the human animal. It can create a sense of omnipotence and it can corrupt absolutely. But those in power need to remember that it is only one more thing that is given and, therefore, it can be taken away.

Those in power might be able to take away the people's right of free speech, so that they don't have to be bothered with anyone who doesn't agree with them. But that power wouldn't last long. There are laws...in our nation's Constitution and in our state's regulations, as well as the moral laws that people attempt to live by.

A recent attempt by Rancho Mirage Mayor Sybil Jaffy and City Council members Jeanne Parrish and Art Newman to restrict the free speech rights of citizens earned them the public backlash it well deserved. In the midst of the uproar, the local newspaper took a survey of Rancho Mirage citizens to learn their opinions about the attempt, and results showed a resounding 93 percent against such controls, out of an impressive vote of 467.

Even then, the mayor complained that (the proposed ordinance) "had been politicized, and once it's politicized, you can't really find out what decisions are best for the city." So she simply requested a "delay on the final vote" so that more information could be gathered "from other cities that have adopted similar rules." (Voters, keep tuned.)

The mayor said that City Attorney J. Scott Zundel had assured council members that the proposed amendment to the city's municipal code is legal. I would suggest that he take a front row seat at the next City

Council meeting and reveal his sources...and then take his lumps from those present who subscribe to laws that are legal and ethical.

Pomona Card Clubs and the City Council

To an outsider looking in, the odds seem to be in favor of Champs Card Club and Tradewinds Entertainment Complex (the proposed gaming and entertainment facilities) coming to the city of Pomona sooner or later. The difference is—the longer it takes, the more expensive it will be, in many ways.

After extensive studies and preparations (18 months worth by Champs), and heavy capital investments for both clubs, preparations for licensing and construction have come to a halt. Sudden highly vocal opposition by a minority of citizens and threats of lawsuits by a few neighboring cities have the majority of the Pomona City Council either doubting themselves or afraid to stand up to their convictions.

So it is back to the drawing board... more of the same kind of environmental impact studies... even if it does mean losing months worth of those benefits that everyone is clambering for.

And if council members are afraid of risk, what about the very real risk that the Isenberg-Tucker Bill will pass and would limit the card club revenue that Pomona can keep, as they would be able to do for any clubs as yet unlicensed. Could this hesitation end up costing millions of dollars?

There have been crime studies, comparison studies, historical research and futuristic prognostications. Now it is time for the people, and the council, to decide what they want. ▲

Commentary

Law of the Land

by Assemblyman Ray Haynes

When the founders of the United States of America developed the Constitution, they wanted a standard to which all law must conform. Therefore, all law, whether enacted by a state, county or local government, must meet the Constitutional standard.

The general misconception is that any statute passed by legislators bearing the appearance of law automatically constitutes the law of the land.

This is not necessarily so, because the U.S. Constitution is the supreme law of the land, and any statute, to be constitutionally valid, must be in agreement with its legal concepts and principles. It is impossible for both the Constitution and a law which violates it to be valid; one must prevail.

Therefore, any law which is passed by a legislature and thereafter viewed by some as unconstitutional must be appealed in the courts. Upon a court's reviewing a law and finding it to be an unconstitutional statute, though having the form and name of law, it is in reality no law, but is wholly void and ineffective for

any purpose.

Unconstitutionality dates from the time of the enactment of the now voided law, and not merely from the date of the decision of the court so branding it. An unconstitutional law, in legal contemplation, is as inoperative as if it had never been passed. Such a statute leaves the questions that it purports to settle just as it would have had the statute not been enacted.

Since an unconstitutional law is void, the general principle follows that it imposes no duties, confers no rights, creates no office, bestows no power or authority on anyone, affords no protection, and justifies no acts performed under that law.

For many today, there is frustration that some of these "laws" basically violate the Constitution, yet have been held Constitutional by the courts, using the "activist court" philosophy. These decisions destroy the strength and legitimate purposes of the law.

As a "strict constructionist" of the law, I firmly believe all law must conform to those time-honored and tested precepts as set forth in the United States Constitution. ▲

INLAND EMPIRE business journal

PUBLISHED BY
Daily Planet Publishing, Inc.

BOARD CHAIRMAN
William Anthony

MANAGING EDITOR
Ingrid Anthony

PUBLISHER'S ADVISORY BOARD

Julian Nava, Ph.D., Former U.S. Ambassador to Mexico
Eldon C. Lewis, Ph.D., Dean, School of Business, Cal. State University San Bernardino
D. Linn Wiley, CEO, Chino Valley Bank
Bruce Juell, Chairman, Sheraton Riverside Hotel
Barbara L. Crouch, Director, The Employer's Group
Ann Harris, Executive Director, San Bernardino Main Street, Inc.
James E. Taylor, President-CEO, Inter Valley Health Plan
Bruce Holden, Partner, Lewis, D'Amato, Brisbois & Bisgaard, Attorneys at Law
Ronald W. Eaves, Dean, College of Business, Cal. State Polytechnic University, Pomona
William "Bill" T. Powers, Pres. & CEO, First Community Bank of the Desert

CORRESPONDENTS AND COLUMNISTS

Sergio Ballego
Nilly Landau
Bill Leonard
Ray Haynes
Tom Blake

Gene Valdez
Josh Stark
Jennifer Cinguina
Steve Holt
David Cohen
Michael Fife

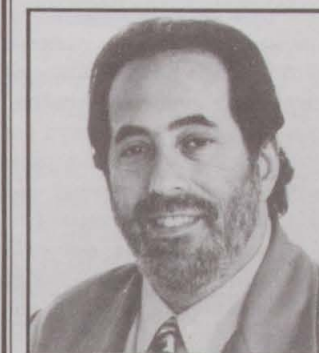
Harriet Hooper-Gibson
Jan Chatten-Brown
Dina Lane
Jerry D. Mead
Dick Stanfield

Editor: Edie Boudreau
Travel Editor: Camille Bounds
Editorial Intern: Christy Newey
Art Director: David M. Coyle
Graphic Artist: David Wiggs

Marketing Consultant: Bob Black
Special Projects Director: Richard Sandoval
Circulation: Don Guenzler
Admin. Assistant: Merienda Fortune

I.E.B.J. Close-Up: Hal Lazareff

A closer look...



Name: Hal Lazareff

Family: Born in New York, but grew up in Los Angeles. A widower, he has two children: Tristen, 23, and Noelle, 17.

Education: Fairfax High School in Los Angeles; Santa Monica City College, degree in business administration.

Hobbies: Boating, speed boats and motor racing.

Background: Hal Lazareff has been involved in the live music business for 25 years. He worked with the Nederlander Organization as a talent buyer and promoter for various venues, including the Greek Theatre and Pacific Amphitheatre in Southern California. Previously, Lazareff was an agent with ICM's music division for 12 years before moving to CAA to help develop their concert music division. He was named director of West Coast booking for Blockbuster/Sony/PACE in February of this year.

liaison between the agency and Colonel Tom Parker, of The Colonel and Elvis.

I worked with the Colonel, making \$95 every two weeks, for about three years. After I came back to the agency they wanted me to start over as a secretary, starting all over again. Working with the Colonel is more than putting your dues in. It's an experience I couldn't have paid for. I told them they could put me in charge of whatever they wanted, and I would make it two or three times more profitable than it was. But they said no and I moved on.

IEBJ: Is there special training or college courses to prepare for this line of work?

Lazareff: No. Basically when you start in the mailroom, there are many divisions in the company: television, movies, commercials, music, a bunch of them. I picked music because that is what I liked. This business is like a movie theater: If you're outside, you can't find your way inside, but once you're in the door, you can move around. You make your own breaks.

IEBJ: Will you describe a typical process to book a big-name act?

Lazareff: The process is you usually find out through an agent when the artist is touring, for example: Janet Jackson, the

Eagles, Arrowsmith, Mettlica. You find out from the agent when they'll be out, you do some of your own marketing, then put several days on hold at the arena.

I do a lot of market research. I talk to the head of marketing at Glen Helen and get some background marketing on acts, like how many tickets sold on their last trip through the area, their album sales, what the latest single is...then call radio stations to see what the response to the act is. I check to see how much money I should spend to book them. For some acts it's not worth the price.

IEBJ: What kind of money are you talking about?

Lazareff: For a big-name act, \$100,000 to \$500,000, depending on the artist and the size of the facility.

IEBJ: Is it more difficult to book a big-name at a new facility like Blockbuster?

Lazareff: It's difficult because it's a new venue. You have to prove yourself by performance.

I'll give you an example. Depeche Mode sold out five nights at the Forum. We brought them back and we did over 13,000, and it showed the agents that if people want to see the act, they'll see the act wherever it is. The biggest thing is the act. We could have done another show with the Eagles.

IEBJ: Do you have any responsibilities at Blockbuster other than booking acts; for instance, are you in charge of keeping the stars happy?

Lazareff: I also do shows in Phoenix. I'm responsible for the entire show, so you have to keep people happy. It all comes down to personal relationships with agents and everyone involved.

IEBJ: Describe your typical week.

Lazareff: It varies, but on a typical day I get in at 9 a.m. and leave at 8 p.m. that night. It's hard to describe, because I do work on my car phone and I have a fax machine at home. Plus, I go out and see other acts.

It's more of a lifestyle than anything else, you have to be flexible enough to do an Arrowsmith show one night and turn around and do Michael Bolton the next.

IEBJ: Anything else our readers should know about your job or Blockbuster Pavilion?

Lazareff: It's a very tough job. I don't go to Vegas because I gamble every day. To open up a venue, even with smaller acts, it's a risk. Sometimes you think you made the right decision on a \$250,000 act and you can't sell a ticket. We don't have a crystal ball, just our market research and a gut instinct.

IEBJ: What goals have you set out for yourself and the Pavilion?

Lazareff: I'd like to get 325,000 people in paid attendance this year and get 30 shows in.

IEBJ: How has this business changed over the last 10 years?

Lazareff: It got greedier. To survive in this day and age, you have to be more scientific. An act could be worth \$100,000 in San Francisco, and I'm getting charged \$200,000 or more just because this is L.A.

The biggest change is the introduction of the band's accountant. This is not just rock 'n' roll and roll out the tickets, it's a specific, scientific sport. The accountant has taken a big roll in the industry. ▲

ANSWERS FOR THE INLAND EMPIRE

Is it possible to balance economic growth and environmental protection?

Bill Kelly, South Coast Air Quality Management District

Actually, air quality has improved dramatically while the region's economy has grown. Since the 1950s, when smog was at its worst, peak pollution levels are down by a third. During the same time, the region underwent unprecedented growth in its economy, population and transportation. Population increased from about 5 million to about 14 million, and the number of vehicles climbed from 2.3 million to more than 9 million.

We're trying to continue that progress today through AQMD's 'New Directions in Air Quality Management' program. Through 'New Directions,' we've become a partner with business to speed permits for more flexible regulations that rely on market incentives instead of a rigid

command-and-control approach, and work in a cooperative and educational manner with businesses to achieve compliance with air quality standards. We've also funded businesses to develop cleaner technologies that will provide economic opportunities—such as electric cars and buses and paints that do not pollute. We have extensive business assistance and business retention programs. We're concerned about our economy, too.

Mike Feinstein, Co-founder of Green Party of California

It is not possible to balance economic growth with environmental protection. But it is possible for economic development to be in harmony with environmental protection, restoration and regeneration.

The quantitative and arbitrary "unlimited economic growth is

good" model must be replaced with a qualitative model where economic development is tied to addressing unmet social and environmental needs. In so doing, we put an end to thinking that economics is opposed to "the environment" and begin thinking how economics (and profit) can promote not only "protection," but also environmental restoration and regeneration.

This change will occur on two levels. First, planning/governmental processes must decentralize decision-making power, from only those who have the most money and political influence to all who are affected by economic choices and policies. This will ensure that long-range policies truly serve society as a whole. (This does not mean Eastern European-style government—there the government elites served the centralized planning role that corporate elites do in the United

States. It does mean a truly bottom-up, community-based body politic.)

Second, the daily choices we make with our dollars must occur within a reoriented market context, one that includes up front the real environmental and social costs associated with production and consumption. This "true cost" pricing approach will stop the dragging down of our economy by the externalization of real costs, a practice which actually subsidizes negative practices that cost us all more in the long run. True cost pricing would instead promote a new and vibrant economy within an ecologically sound context.

The result of this transformation would be a lower cost of living so that we would need to work, produce and consume less; while at the same time economic gain would accrue from increasing social and environmental health, rather than from exploiting human and planet.

▲

Pro

The California Environmental Quality Act Interjects Environmental Values in Public Decision Making

By Jan Chatten-Brown
Shute, Mihaly & Weinberger

Over 20 years ago, the California Legislature recognized that the reputation of the Golden State was being tarnished by pollution and unconstrained, unsightly development. The image of bountiful natural beauty, majestic mountains, clear coastal waters, blue skies and livable cities that attracted millions to California was being replaced by the reality of gray skies, urban sprawl and congestion.

The response was to attempt to introduce reason into the public decision-making process, to require that environmental values be considered along with other factors prior to the approval of public and private projects which may significantly affect the environment. The Legislature passed the California Environmental Quality Act (CEQA).

The law did not require that a project with adverse environmental impacts be denied, only that such impacts be evaluated and considered by the public and those undertaking or approving the projects. As much as anything, CEQA is a mechanism to assure that there is fair, systematic and informed decision making.

Throughout the years, CEQA has been used and occasionally abused. It is properly used to inform the public and decision makers, and shape public decisions on projects significantly affecting the environment. It sometimes is abused, too frequently by commercial interests who seek to stop potential competitors or raise CEQA as a roadblock to regulation.

Amendments to the act have limited the scope of CEQA and refined environmental review procedures. Unfortunately, there has been a wholesale assault on CEQA in recent years, fueled by a stubborn recession that is attributable primarily to the national economy and California's historic dependence on the defense industry. As a result, there was a major

overhaul of CEQA last year, with an emphasis on streamlining and lightening the process, and restricting judicial review. However, some, such as Senator Leonard, would have the legislature go even further.

In his condemnation of CEQA, and call for support of SB 1320, Senator Leonard misconstrues current law. SB 1320 creates a five-year exemption from CEQA for any project of facility damaged by disaster, emergency or "criminal activity," including vandalism. Claiming that CEQA's exemptions apply only to homes and businesses in "declared disaster zones," Senator Leonard conjures up images of families overwhelmed by red tape. In reality, existing law provides many so called "categorical exemptions" from CEQA, including reconstruction or replacement of existing facilities and commercial structures located at the same site as those removed, as long as the new structure is substantially the same size and capacity and is for the same purpose. Construction of new single-family residences, small apartments and small retail structures is also exempt.

The Leonard bill, on the other hand, would allow the most environmentally damaging, unsafe, and unwanted project to go forward without the public review and comment mandated by CEQA simply because the damage has been caused by a force "beyond the control of the owner" of the facility.

The potential abuses of this legislation are easily envisioned. For example, a refinery which explodes as a result of a pipeline rupture during a quake, or perhaps because of the negligence of a third party, could be built without being subject to the CEQA review process.

Our firm has done perhaps more CEQA litigation than any other law firm in the state. We primarily represent governmental and community groups, sometimes suing under CEQA and sometimes

Please See Page 52

Con

...And Then There Was CEQA

by Senator Bill Leonard

The 1970s will remain infamous for many things, among them the birth of the environmental movement and the implementation of the California Environmental Quality Act (CEQA), the Legislature's attempt to rewrite the *Book of Genesis*. Only now can we see that CEQA has proven to be a genesis of a different sort. Soon after its inception in 1970, CEQA began to generate dilatory roadblocks for business while vastly increasing the amount of environmental litigation — at great expense to the state's economy.

CEQA was seen as the answer to the highly emotive protests of the environmental left. However, CEQA succeeded only in tipping the scales of reasoned debate in favor of environmental groups. Indeed, environmental groups used CEQA to declare war on private ownership rights. With such flashy events as Earth Day, liberals embarked on a campaign to paint both purveyors of the free market and land owners as the enemies of the environment. Environmentalists carefully ignored rudimentary free market principles such as Adam Smith's "invisible hand," which suggests that entrepreneurs, in the interest of a free market (and profits), will ensure the viability of their resources, i.e., the environment.

Now, however, the paladins of the environmental "cause" are beginning to lose their splendor. The harsh realities of high unemployment and a dismal economy are quickly abrading the luster of this once omnipresent movement. The environmentalists so oversold their fears and their draconian control methods that they alienated a great many Californians who would have been sympathetic to real environmental issues.

The environment is important to all Americans, but its sanctity can only be ensured by the involvement of the private sector melded with the public interests. The 1990s is time to put the confrontation of the 1970s movement behind us and move into an era of cooperation between public and private that promotes both the environment and the economy. The touchstone for this new era should be CEQA.

Although its intended purpose was to require careful scrutinization and documentation of "public projects," later court interpretations expanded the meaning of the words "public project" to mean any project approved by a public agency. Used to deny any number of multiple environmental permits—from land use to air emissions—CEQA has become a perverse intrusion into the homes and businesses of California. And CEQA has become the lifeblood of many lawyers in California, who feast off of the act's nebulous structure. Attorneys have generated nearly 250 appellate cases regarding CEQA and more than half of these have resulted in significant interpretations of CEQA statutes, which have ignored the original intent of CEQA.

Since CEQA's passage, concern over the environment has given birth to numerous state regulatory agencies. These agencies have been charged with regulating the same concerns addressed in CEQA. However, many of these concerns have already been addressed by comprehensive federal laws. And many of the local agencies implementing CEQA are forced to reproduce work already completed by state and federal governments — another example of the needless waste created by overzealous government.

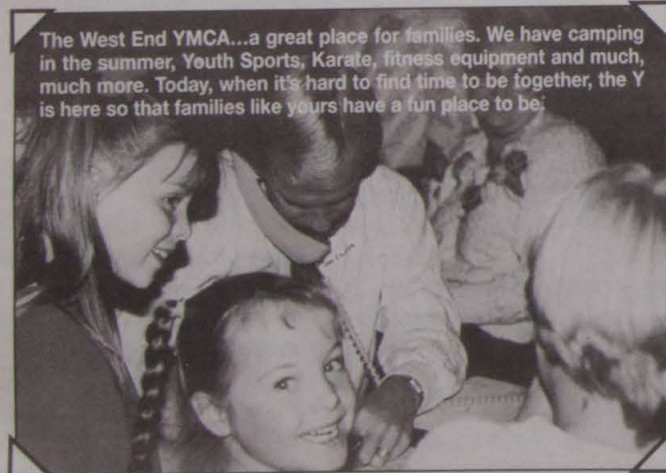
This year I have introduced

Please See Page 44



...FOR YOUR FAMILY

The West End YMCA...a great place for families. We have camping in the summer, Youth Sports, Karate, fitness equipment and much, much more. Today, when it's hard to find time to be together, the Y is here so that families like yours have a fun place to be.



YES — THE Y!

For information on programs or facilities in your area, please call:

WEST END YMCA
(909) 467-5517

Serving the families of:

Chino, Chino Hills, Fontana, Ontario, Montclair, Rancho Cucamonga, Upland

The West End YMCA gratefully acknowledges the generous donation of this ad space, courtesy of:
INLAND EMPIRE BUSINESS JOURNAL

K-NEWS

AM 1270

ALL DAY - ALL NIGHT

- AMERICA IN THE MORNING
Weekdays 5-6 a.m.
- KHWZ MORNING NEWS SHOW
Weekdays 6-8 a.m.
- "K-NEWS TALK" with RON FORTNER
Weekdays 8-11 a.m.
- "FOR THE PEOPLE" with CHUCK HARDER
Everyday 11 a.m. - 2 p.m.
- "LARRY KING LIVE"
Weekdays 2-5 p.m.
- KESQ-TV NEWS SIMULCAST
- INLAND EMPIRE BUSINESS JOURNAL
SOUTHERN CALIFORNIA BUSINESS FOCUS
7 p.m.
- "BRUCE WILLIAMS"
Weekends 4-7 p.m.
- "THE JIM BOHANNON SHOW"
Weekdays 7-11 p.m.
- NBC TALKNET
Midnight to 4 a.m.
- GARDEN SHOW-WEST COAST GARDEN LINE
Saturday 9-9 a.m. Sunday 8:30-10 a.m.
- "FOOD FOR THOUGHT" with MELINDA LEE
Saturday 9-11 a.m.

6:30 p.m.,
Southern
California
Business
Focus
presented
by
the
Inland
Empire
Business
Journal

Have
We
Got
News
for
You!

The Desert's 24-hour headquarters
for news and information...
tune to AM 1270 for local, national
& world news as it happens, together
with the most dynamic
talk shows anywhere.

NBC

Corporate Profile

The Cadiz Land Company is ever growing and changing. It grows by continually acquiring new sections of land through options on distant, privately-owned properties or land given long ago to the railroads. The company then trades these sections (some of which harbor various endangered desert species) to the Bureau of Land Management for sections adjacent to their own holdings. That land, in turn, supports more possibilities and future growth. And as new discoveries are made and unforeseen possibilities arise, the leaders of the company adjust their course to march with the new visions. This is how they have proceeded from research to drilling wells, then to agricultural development and sales, and now, possibly, to the sale of some of their most precious asset, water from their vast underground basin.

The company started with a dream in 1983. Agricultural developer Keith Brackpool joined with geologist Mark Liggett to chase that dream of an oasis in the desert. Both men knew that certain geological conditions created underground basins which retained precious water in desert

soils and temperatures.

Through the use of satellite imagery, they surveyed large areas of the Southwest and discovered several potential basins. The one area that met all their requirements, however, was the Cadiz Valley in the East Mojave desert. The infrastructure was in place, through the old Route 66 and the Santa Fe Railroad tracks. The climate and the soil were perfect for growing fruits and vegetables, once irrigation was available. And the area was isolated enough to be free of the pests and bugs that blighted more populated areas.

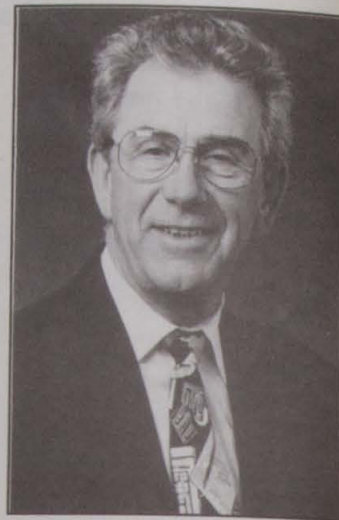
Research into other areas led to the many separate owners of this land, and enabled the company that Brackpool and Liggett formed to option large areas of the land they coveted. They soon had purchased 26,000 acres over an incomprehensibly large groundwater basin. They learned that in some areas the depth of the water basin is 3,000 feet, while the top of the water level is 150 feet. By tapping only the top 100 feet of water, they could draw 1 million acre feet, or enough to supply 4 million people for 40 years. In addition, that water is constantly replenished from precipitation

Cadiz Land Company, Inc.

Virginia Dare Winery Building
Rancho Cucamonga, California

onto the surrounding Piute, Bristol and New York mountain ranges which eventually drains into the alluvial basins.

Cadiz has no intention of endangering their water supply. They are aware that some cities drew water from their basins until they were down to salt and, therefore, ruined. The immensity of their underground basin would seem to make that mistake impossible, but they are taking no chances. They don't intend to remove more than the top 100 feet of the water at any time.



Ted Dutton

The company started with a dream in 1983.

Agricultural developer Keith Brackpool joined with geologist Mark Liggett to chase that dream of an oasis in the desert.

Over the years, the company has drilled five 28-inch borehole wells down to the water table. The 16-inch steel casings and well screens now allow for pumping 2,000 gallons of water per minute. Cadiz also drilled 14 monitoring wells to enable them to keep close watch over their water supply.

The company has changed in many ways. Land holdings are up to 30,000 acres, with more in the option process. Liggett and Brackpool are now consultants and directors, as well as major stockholders. British stockholders also have substantial interest in Cadiz. And one of the key players is Ted W. Dutton, vice president of development.

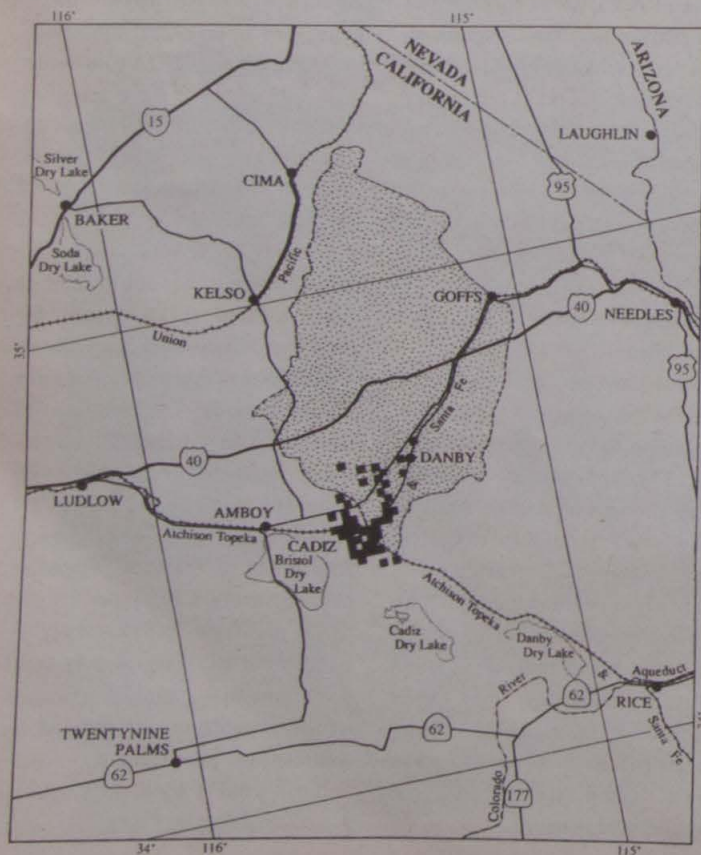
Dutton is well-known in the Inland Empire. He has a 30-year background in real estate, land development and property management businesses. His projects include the Virginia Dare Winery Business Center in Rancho Cucamonga (where Cadiz corporate offices are located) and development of a 420-acre mixed residential project in the city of Chino Hills. He was also

instrumental in the conversion of the historic General Electric Steam Iron Plant in Ontario into incubator space for start-up businesses.

In addition, Dutton initiated the transformation of both the Tri-City Airport (sold to Rancon Financial Corporation and now known as the Tri-City Corporate Center) and the Ontario Motor Speedway (sold to Chevron Land & Development and now known as The Ontario Center) to mixed commercial use developments. His experienced hands are needed to handle the many complex opportunities facing Cadiz.

The company now has 1,440 acres under cultivation as part of the Agricultural Preserve with another 800 acres soon to be developed. Thompson seedless, red flame and raisin and some exotic grapes take up 800 acres, while 560 acres are devoted to Lisbon lemons, Valencia oranges, Fairchild tangerines, and Mineola mandarins. All farming is done by the water-conserving drip irrigation method, which uses only one-fourth to one-sixth of convention irrigation methods. The raisins are dried on the vine—possible only because of the pest-free environment.

Today, however, company eyes are focused on the next opportunity. They have 16.9 million acre feet of water. As events move forward through studies, reports, and agency approvals, the time comes close when the value of that asset will make itself very clear. ▲



When the **INLAND EMPIRE TV NEWS** is there, then so are You!

- **Headline News**
- **Law**
- **Taxes**
- **Money Tips**
- **Medical Health**
- **Food/Cooking**
- **Religion**
- **Education**
- **Consumer Tips**
- **Sports**

NOW
on Comcast Cable is:

INLAND EMPIRE TV NEWS

If you live in the Inland Empire, tune in weekdays, at 6:30 p.m. on Comcast Cable for Your news...

INLAND EMPIRE TV NEWS

Inland Empire's Largest Employers

(Ranked by Number of Inland Empire Employees)

Company Name Address City, State, Zip	# Employees (IE) # Employees (Nationwide) Yr. Est. IE	Nature of Business	Employee Services • Van or Carpool • Health Club on Site • Daycare on Site	Marketing Contact Title	Top Local Executive Title Phone/Fax
1. County of San Bernardino 385 North Arrowhead Ave. San Bernardino, CA 92415	13,420 N/A 1853	Local Government	Yes No No	Tom Laurin Dir., Economic & Comm. Dev.	Jon D. Mikels Chairman Board of Supervisors (909) 387-4811/387-5430
2. County of Riverside 4080 Lemon Street Riverside, CA 92501	10,400 N/A 1893	Local Government	Yes No No	Frank McGraw Director, Purchasing & Material Services	Larry Parrish Chief Administration Officer (909) 275-1100/275-1105
3. March Air Force Base 22nd Air Refueling Wing MAFB, CA 92518-1671	9,026 n/a 1918	Military Base, Dept. of Defense	Yes Yes Yes	2nd Lt. Gwyn Olthoff Chief, Public Affairs Div.	Col. Stephen Lorenz 722 ARW Commander (909) 655-4137/655-4113
4. Stater Bros. Markets 21700 Barton Road Colton, CA 92324	9,000 N/A 1936	Supermarkets	Yes No No	Richard C. Moseley Group Sr. V.P. Marketing	Jack H. Brown Chairman/Pres./ CEO (909) 783-5000/783-5035
5. Fort Irwin Cdr. NTC Ft. Irwin, Att: AFZJ-CG Ft. Irwin, CA 92310-5000	7,227 n/a 1981	Military	Yes Yes Yes	Capt. Franklin Childress Public Affairs Officer	Big. Gen. Robert Coffey Commanding General (619) 386-3456/386-4860
6. S.B. City Unified School Dist. 777 North "F" Street San Bernardino, CA 92410	5,300 5,300 1965	Education	Yes No No	Barbara Spears-Kidd Dir. of Communications	E. Neal Roberts Superintendent (909) 381-1240
7. GTE CA, Inc. 1 GTE Place Thousand Oaks, CA 91362	4,519 82,000 1953	Telecommunications	Yes No No	Gary George Div. Public Affairs Mgr.	Tony Crain Division Manager (619) 327-8600/(909) 623-3623
8. Loma Linda University Medical Center 11234 Anderson Street Loma Linda, CA 92354	4,000 4,000 1907	Medical	Yes No Yes (Close By)	Gregory B. Williams, DrP Administrative Director	David B. Hinshaw President (909) 824-0800/824-4086
9. Kaiser Permanente Medical Center 9961 Sierra Ave. Fontana, CA 92335	4,000 83,386 1944	Health Care	Yes No No	Michael Leggett Chief, Group Sales & Service	Nelson Toebbe Hospital Administrator (909) 427-7704/427-7359
10. Riverside Unified School District 3330 Fourteenth St. Riverside, CA 92516	3,300 N/A 1892	Education	Yes No No	N/A	Dr. Phillip P. Perez Superintendent (909) 788-7152/682-1917
11. Corona/Norco Unified School District 2820 Clark Ave. Norco, CA 91760	2,898 n/a n/a	Public Schools	Yes No No	Marjorie Graves Administrative Assistant	Phillistine Rondo Superintendent (909) 736-5000/736-5077
12. University of California Riverside 900 University Ave. Riverside, CA 92521	2,800 n/a 1954	Higher Education	Yes No Yes	Jack R. Chappell Dir. of University Relations	Raymond L. Orbach Chancellor (909) 787-1012/787-3800
13. Pomona Unified School District 800 S. Garey Ave. Pomona, CA 91766	2,744 n/a n/a	School	No No No	N/A	Irv Moskowitz Superintendent (909) 397-4882/397-4881
14. United Parcel Service 2930 Inland Empire Blvd. Ontario, CA 91764	2,700 251,750 1907	Package Delivery	Yes No No	Rick Knutson District Customer Svc. Mgr.	Al Barnes District Manager (909) 948-8211/948-8224
15. Fontana Unified School District 9680 Citrus Ave Fontana, CA 92335	2,500 n/a n/a	School	No No No	N/A	Anthony J. Lardieri Superintendent (909) 357-5000/355-3034
16. Palm Desert Town Center 72840 Hwy. 111 Palm Desert, CA 92260	2,500 n/a 1983	Retail Mall	No No Yes	Christine Carpenter Marketing Director	Doug O'Brien General Manager (619) 346-2121/341-7979
17. Moreno Valley Unified School District 25634 Alessandro Blvd. Moreno Valley, CA 92553	2,500 N/A N/A	School	Yes No No	Debbie Lenz Public Information Office	Robert Lee Superintendent (909) 485-5600-2704/485-5537
18. City of Riverside 3900 Main Street Riverside, CA 92522	2,373 N/A 1883	Municipal Government	Yes Yes No	N/A	John E. Holmes City Manager (909) 782-5553/782-5470
19. Mervyn's Department Store 25001 Industrial Blvd. Hayward, CA 94545	2,300 45,000 1978	Retail	No No No	Barbara Newman District Manager	Barbara Newman District Manager (909) 354-8800/354-8800
20. Chino Unified School District 5130 Riverside Dr. Chino, CA 91710	2,200 N/A 1878	Public Schools	Yes No No	N/A	Stephen Goldstone Superintendent (909) 628-1201/590-4911
21. Pomona Valley Hospital Med. Ctr. 1798 N. Garey Avenue Pomona, CA 91767	2,195 n/a 1903	Health Care	Yes No Yes	Laura Elek Director, Mktg./P.R.	Richard E. Yochum President/C.E.O. (909) 865-9500/623-3253
22. Fleetwood Enterprises, Inc. 3125 Myers Street, P.O. Box 7638 Riverside, CA 92513	2,153 14,000 1950	Recreational Vehicles Manufactured Homes	Yes Yes No	Bill Toy, R.V. Group John Pollis, Housing Group	Glenn F. Kummer President/COO (909) 351-3500/351-3931
23. The Claremont Colleges Claremont, CA 1887	2,100 N/A N/A	Education No	No No U. Ctr. & Grad. School	Jay German Director of Public Relations, (909) 621-8000/621-8390	John D. Maguire President, U. Ctr. & Grad. School
24. Cal Poly Pomona 3801 W. Temple Ave. Pomona, CA 91768-4019	2,050 n/a 1938	University	Yes No Yes	N/A	Dr. Bob Suzuki President (909) 869-3016
25. Valley Health System 1117 E. Devonshire Ave. Hemet, CA 92543	2,000 2,000 1943	Health Care	Yes No Yes	Karen Roberts Acting Director of Marketing	Geoff Lang CEO (909) 652-2811/766-6417
26. Lockheed Aircraft Service-Ontario 1800 E. Airport Dr., P.O. Box 33 Ontario, CA 91761	1,900 5,000 1938	Aircraft Modification, Systems Engineering	Yes No No	David Ayres Director, Business Dev.	Skip Bowling President (909) 395-2411/395-2080
27. Desert Hospital 1150 North Indian Canyon Dr. Palm Springs, CA 92262	1,800 1,800 1951	Health Care	No No No	Richard Case Dir., Physical Services	David A. Seeley President/CEO (619) 323-6370/323-6772
28. Eisenhower Medical Center 39000 Bob Hope Drive Rancho Mirage, CA 92272	1,689 N/A 1989	Acute Care Med. Ctr.	Yes Yes No	Harlan Corenman Director, Public Relations	Albert C. Mour President (619) 340-3911/773-1536

N/A = Not Applicable WND = Would Not Disclose n/a = not available The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, 305 Sacramento Place, Ontario, CA 91764. Researched by Jerry Strauss Copyright 1994 Inland Empire Business Journal.

Make
me feel
good.



“HOW
CAN
I
GET
OUR
EMPLOYEES
TO
SAY
AH-H-H
TO
MANAGED
HEALTH
CARE?”

You're off to a good start once you assure
your employees that Aetna Health Plans
will give them a great choice of doctors.
And they'll be covered for things they
never used to be covered for, like physicals
and mammograms. You can offer them a
plan that's so flexible, they can even go out
of the network if they want, for a lower
level of coverage. So they'll feel good about
their plan, and your bottom line won't
suffer. By now, your employees should
have a healthy interest. So offer the clinch-
er: no red tape. For more inducements,
call your broker or us at 310 551-5341.

Aetna Health Plans



The more you know,
the better you feel.™

the HIPC
The Health Insurance Plan of California

Catalytic Converters and the Environment

Continued From Page 3

According to *Science* magazine, the average car driven in 1993 emitted only about one-fifth of the hydrocarbon and carbon monoxide as the average car in 1968. Statistics for the latest 1994 models are even better.

From 1983 to 1992, according to our U.S. Environmental Protection Agency (EPA), the official watchdog of water, land and air quality, smog was down by 21 percent; lead, by 89 percent; nitrogen dioxide, by 8 percent; and carbon monoxide, by 34 percent.

Air emission legislation has forced automotive research and development to produce the catalytic converter, now called an 'autocat.' Since the early 1970s, lead emissions from cars have been drastically reduced through the use of no-lead gasoline.

The bottom line? The principal tailpipe emissions have, over the past 25 years, toppled 90 percent or more, and what is left will be reduced by half in another 10 years.

Part II

The autocat is a device in the

exhaust system of an engine where gases pass through a 'HoneyComb' or bed of small beads coated with the catalysts 'platinum, palladium and rhodium.' They were first installed on American cars in 1974. To be just a bit more specific, a catalyst is a substance that speeds or slows a chemical reaction between other substances without being consumed.

According to "Scrap Processing and Recycling," the first autocats introduced in the U.S. to meet Clean Air Act standards were oxidation catalysts that used platinum and palladium to convert hydrocarbons and carbon monoxide in car emissions to carbon dioxide and water vapor. By the early 1980s, rhodium had been added in significant quantities to catalysts to convert nitrogen oxides (said to be a contributor to acid rain and ozone formations) to nitrogen and oxygen. These "three-way" catalysts have since become the industry standard.

From the outside, autocats look somewhat like acoustical mufflers. They come in an assortment of shapes and sizes of stainless steel canisters. The PGMs (Platinum Group Metals—Platinum, Palladium and Rhodium) are distributed onto the surface of the HoneyComb bead to provide the catalytic activity.

Until and unless we develop a feasible alternative to the driving power of the combustion engine, the autocat will continue to be a prime and effectual friend of the environment.

North American Demand for 1993 Auto Catalysts

	Platinum (ounces)	Palladium (ounces)	Rhodium (ounces)
Demand	610,000	485,000	355,000
Stillwater Mine Production	(66,000)	(222,000)	(1,800)
U.S. Autocat Recovery	(205,000)	(70,000)	(29,000)
Net Demand	339,000	193,000	342,200

Part III

Mining and smelting have been, until now, the only means by which to obtain Platinum Group metals. Both processes are so polluting themselves they, too, must be 'cleaned up.'

As technology changes, the demand for gold, silver and copper for industrial purposes is weakening. Fiber optic cable is beginning to replace copper wire, and silver-based film is starting to phase out as digital video quality matches photographic quality. Development in computers continue to reduce their conventional material content. This is good news.

The bad news is that the need for PGMs is increasing worldwide. Internationally, the European Community (EC) is setting stricter emission standards comparable to 1983 U.S. regulations, which, in turn, is creating a demand for millions of new autocats. Germany, Switzerland, Norway, Sweden and Austria are now requiring autocats in new cars, as do Mexico and

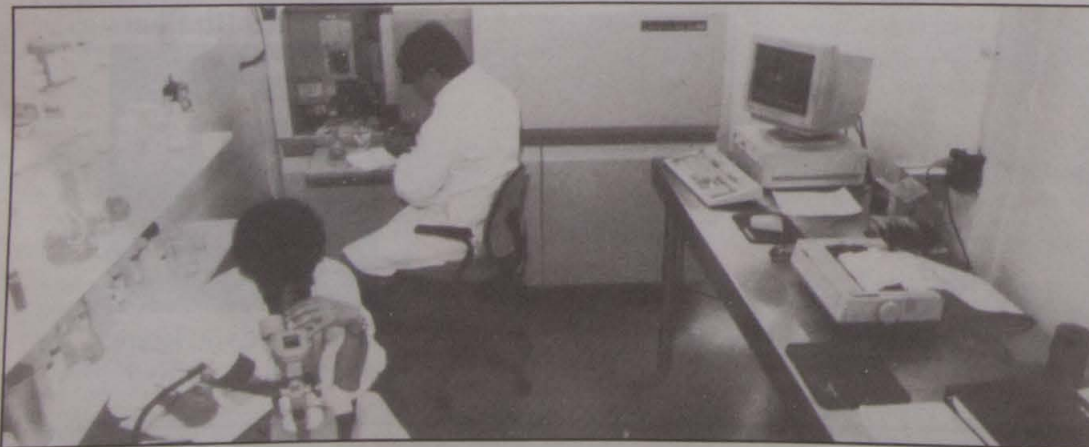
Taiwan. Emission's legislation will soon be strengthened or introduced in South-East Asia and South America, and more new diesel vehicles will be fitted with catalysts in Europe and the USA. This is a trend that will continue as a part of international awareness and the focus on the air quality environment.

The need for PGMs will have to be satisfied in three ways: sale or use of stockpiled goods, increased mining, and autocat recycling. Here then is the crux of what could become a national problem. In the United States there is only one mine that produces PGMs—the Stillwater Mine in Nye, Montana. In 1993, according to Greg Hodges, manager of processing, out of 365,000 tons of ore, Stillwater produced 222,000 ounces of Palladium, 66,000 ounces of Platinum and 1,800 ounces of Rhodium. The extracted ore is sent to their smelter for further processing, and then that product, or 'matte,' is shipped to a smelter in Belgium for final processing.

According to Johnson Matthey, a world leader in advanced materials technology, the 1993 North American demand was as follows: Platinum—610,000 ounces; Palladium—485,000 ounces; and Rhodium—355,000 ounces. Recovery of these metals from autocats in 1993 was: Platinum—205,000 ounces; Palladium—70,000 ounces, and Rhodium—29,000 ounces. See box above.

In sheer terms of money, the net

Please See Page 16



Rhodium 2001, Inc. laboratories located in the Southern Bitterroot Valley of Montana.

Champs and Tradewinds Expect to Bring Prosperity to Pomona

Continued From Page 5

musical entertainment; and international shopping and dining facilities. Champs Card Club, to be located on Reservoir Street in an industrial area just south of the 60 Freeway, plans to have 100 card tables, four restaurants, and musical entertainment.

Champs plans to locate their club offices and training center in downtown Pomona to participate in the Los Angeles Revitalization Zone project. As an added incentive for employees, the club will make childcare available to those employees who need it.

Both card clubs plan to have very plush and expansive facilities and extensive 24-hour security in the parking lots as well as in the clubs.

Unexpected Controversy Delays Approval

In spite of all these apparent benefits from bringing card clubs to Pomona, some opponents have become vocal enough to intimidate the City Council into putting a hold on plans to license 'Tradewinds' at the Fairplex and 'Champs' in south Pomona. A few neighboring cities had complained that they would be affected by traffic congestion and increased pollution, as well as by crime problems. LaVerne even threatened to sue if the Pomona City Council approved the clubs' licenses.

And so, instead of approving the licenses at the June 20th meeting, as expected, the Council not only voted to hold approval for 60 days for further study of the existing environmental impact reports, but also started the process for possibly turning the decision over to city voters in November. This decision was made in spite of the fact that 40 of the 43 citizens who spoke to the Council that evening were in favor of the clubs coming to Pomona.

Gambling Lesser Evil Than Other Life Factors

Some opponents are against all gambling for religious and moral reasons, while others cite the potential deterioration of family values and the danger that low-income residents with limited finances will risk and lose precious earnings trying to turn them into a 'big win.'

Councilman Willie White counters the danger of gambling by relating the decay of family and moral values to other areas of life.

"When someone asked me, 'What will I say to my son when he



Tradewinds' exotic, shipwrecked pirate theme will be carried out in every area of its gaming and entertainment facility, including their 50 table poker room, 20 table Asian card games room, and 25 table billiards room.

points to the club and asks what is that?," I answered, "You tell him that is a card club for adults, and not for children. But then you look at other things that he is being exposed to every day. MTV is doing more to degrade the morals of our young people than anything else that I know of. TV and movies promote sex, crime and violence constantly. The music and even the 'rap' they listen to every day promote the same things.

"Then you ask yourself, what am I doing to improve the morals of my family? What am I doing to set a good example? What am I doing to help my neighbor and my community?"

Champs' spokesman, Philip Schaefer, also claims that gambling has had a bad rap by some religions. He undertook his own study by buying a religion software package and doing a computer search for all references to gambling in the Bible. "I found several references to 'casting of lots,' including the incident when they chose that method to select a successor to Judas after he betrayed Jesus and hung himself. But I didn't find any reference to gambling actually being evil," he said.

Schaefer also cited studies that suggest that very few local residents will actually take part in gambling at the clubs. "One study states that 60 percent of card club patrons are Caucasian, and 22 percent are Asian," said Schaefer. "Other ethnic races prefer different games

of chance. This study also states that typically only 2 percent of a club's patrons reside in the local area.

"What's more, our dealers will be trained and able to identify a patron who may be addicted to gambling," Schaefer added. "They will advise such a person, in privacy and with respect, to get counseling."

Former Opponents Change Stance

The cities of Bell Gardens and Commerce are the only ones in Los Angeles County with the experience of having card clubs and any problems they may bring. Retired Bell Gardens Police Chief Bill Donohue said he was initially against having the Bicycle Club come to Bell Gardens. "I expected to have an increase in crime, but I can tell you that did not occur," he said. "Prior to the Bicycle Club coming to the city, it was on the verge of financial collapse. As a result of the club, the city has been rejuvenated, and we do not have crime problems."

Another witness on card clubs and crime is Sheriff's Lt. Robert Hoffman of the Sheriff Department's East Los Angeles station. He said, "Since the Commerce Casino opened in 1983, the surrounding community has not experienced a significant increase in crime. If there is crime occurring in association with the club, it's so underground as not to be visible."

A 10-year study of five cities

with licensed card clubs by Dr. Sandra Sutphen, professor at Cal-State Fullerton, entitled "Impact of Card Clubs on Crime," came to the following conclusion:

"Our data show conclusively that crime rates do not increase when a card club opens. Indeed, the evidence suggests that crime rates may actually decrease after card clubs open for business, and that in any event, increases and decreases in crime (that actually do occur) are unrelated to club operations."

Dr. Sutphen is chair of the Division of Political Science and Criminal Justice at Cal-State Fullerton.

In another interview related to card clubs, I. Nelson Rose, a professor at Whittier Law School in Los Angeles and a gambling law expert, spoke on another aspect of card clubs. "Since the Bicycle Club Casino opened in Bell Gardens in 1984, the tax money from the club has allowed this once dirt-poor city to hire 20 more police officers, expand parks, and repair streets. Bell Gardens was in absolutely desperate shape," he added. "The Bicycle Club literally rescued that city from bankruptcy."

Councilman White thinks that the two proposed card clubs can do the same thing for Pomona. "My hope is that the revenue that they will bring to the city will help us lower the utility tax so that we are in line

Please See Page 17

Catalytic Converters and the Environment

Continued From Page 14

purchased other than from the U.S. (in averages) included: 339,000 ounces of Platinum (at a price of \$380 per ounce = \$128.2 million), 193,000 ounces of Palladium (at \$122 per ounce = \$23.5 million), and 324,000 ounces of Rhodium (at \$1,104 per ounce = \$357.9 million), for a total cost of \$509.6 million.

Half a billion dollars in anyone's pocket is a lot of dough. But what if we had a mine that didn't pollute and ruin its surroundings environmentally and aesthetically? What if there were no need to recover these metals from smelting? What if there were a way to recover the PGMs with no environmental consequences whatsoever? And what if we could supply all the PGMs needed right here in the USA?

Part IV

A technological revolution is quietly taking place in an unlikely pastoral setting in—of all locations—the Southern Bitterroot Valley of Montana, a state in which the term "ghost town" is a legacy to the lure of riches which blind us to mining's reality—the sacrifice of our communities and landscape for temporary, unstable dollar flows.

Air emission legislation has forced automotive research and development to produce the catalytic converter, now called an 'autocat.'

Chief Joseph Ranch, pictured on the front of this issue of IEBJ, is the home of Mel Pervais, a North American Indian (Ojibwa), a control systems engineer, and the president and CEO of Rhodium 2001, Inc. Formerly, Pervais was founder and CEO of

Cataract, Inc., a company that specializes in instrumentation and control systems—sophisticated equipment that operates and safeguards power-generating plants, petrochemical facilities, government projects and various applications in high-technology industries. His initial investment was \$10,000.

At age 45, he sold his interest in Cataract, Inc., for \$20,000,000, bought the ranch and settled in to raise cattle and registered paint horses. At least that was his plan. But when a successful entrepreneur retires, he or she tends to get edgy, begins to look around, study marketplaces, and investigate possibilities.

Preserving natural resources while allowing for the needs of free enterprise is part and parcel of Pervais' traditional Native American respect for land, water and nature in general. So it is not surprising to see the result of his entrepreneurial sleuthing come about as a company dedicated to complete, 100 percent recycling of the autocat.

There have been others who have attempted to recycle autocats with some success; while some have failed due to bad timing, lack of capital, feedstock problems, length of time for smelter turnaround, worldwide depressed metal's market or poor management.

In the case of Rhodium 2001, Inc., the key to PGM recovery is in the process—which is not:

- Similar to any competitive practice,
- A pyro technology or smelter, or
- An acid or leaching extraction.

The process was invented by Clarence A. Dickey, who, along with other patented inventions, gave us the additive to natural gas that lets us know when gas is leaking.

The polluting emissions from smelters, not cleaned up, eventually ends up in the atmosphere or in the slag and, in



Kris Coulson, chemist for Rhodium 2001 Inc., and Mel Pervais. Mel is holding a sample of the processed platinum in granular form.

the U.S. at least, is a major environmental concern. A number of smelter locations are now the sites of EPA Super Fund projects. However, to be fair, most of the smelters recovering PGMs are located in other countries.

According to Pervais, Rhodium 2001, Inc., has a superior process—one which is not only environmentally valuable, but which efficiently saves many ounces of the precious metals normally lost by the smelter methods.

"The U.S. governmental policy is literally looking the other way as we sweep our environmentally hazardous materials under the rugs of foreign nations," said Pervais. "This company, once in full production, plans to pursue this concern politically and economically to retain the precious metals in this country and also to process and recycle our own hazardous waste and recyclable products—especially with a cleaner and more economical process that does not pollute or lose up to 15 percent of the precious metals."

Every speck of the used autocats is recovered and recycled. The stainless steel

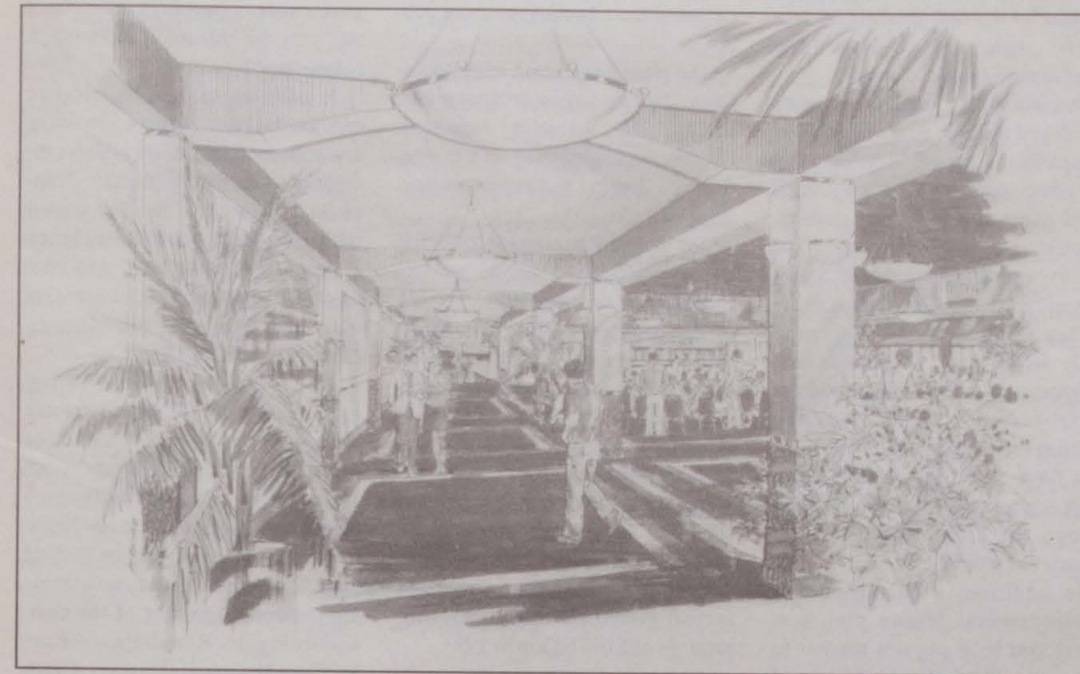
container from the converter is sold to steel mills. Once processed, the crushed cordierite, a ceramic HoneyComb used to bind PGMs, is sanitized and stripped of its metals. It is then collected, shipped and sold for reuse to the ceramic industry. Lead deposited from combusted gasoline (Yes, even non-leaded gasoline still has some lead) through years of exposure in the converter is collected, shipped and sold to lead processors. Alumina, iron, nickel, chrome, barium, copper and other metals are also separated by the process for sale and shipment to the appropriate processor for future use. No waste, no pollution—with the potential of a mega business within seven years: 2001. ▲

"To waste, to destroy, our natural resources, to skin and exhaust the land instead of using it so as to increase its usefulness, will result in undermining, in the days of our children, the very prosperity which we ought by right to hand down to them amplified and developed."

Theodore Roosevelt

Champs and Tradewinds Expect to Bring Prosperity to Pomona

Continued From Page 15



"Champs will look like a first-class hotel," said Philip Schaefer. "Our facility will have 60,000 square feet devoted to our patrons' enjoyment."

with other Inland Empire cities," he said. "This will help our local businesses, keep them from moving out, and encourage others to move in."

"I also think that Pomona could do the same thing that Las Vegas is," he added. "Their focus has turned to family entertainment in the past few years. Look at some of their new casinos. I think that the Fairplex is the ideal location for family entertainment to move into, near Tradewinds. We turned down Disneyland, and we turned down Montclair Plaza. I don't want to let this opportunity slip through our hands."

What Else Can Pomona Do Now?

A few of those in favor of the clubs have charged that, while opponents are doing their best to stop the City Council's plans, they are not contributing any alternatives to what supporters see as a financial bonanza. Most residents agree that the continuing deterioration and escalating crime in Pomona must be addressed soon. While neighboring cities are concerned about traffic and crime problems caused by gaming, critics charge, they are being conspicuously silent about alternative solutions to Pomona's current problems.

Casino Excitement Close to Home

For Inland Empire residents who have bemoaned the lack of available entertainment in the area, or who are tired of driving through the desert to

reach Laughlin or Las Vegas every couple of months, the prospect of local clubs is exciting.

Tradewinds Entertainment Complex

Tradewinds' exotic, shipwrecked pirate theme will be carried out in every area of its gaming and entertainment facility, reminiscent of Disneyland's 'Pirates of the Caribbean.'

"Employees will wear appropriate costumes for their characters," said Jon Langbert, "and all the furnishings and decorations will carry out the theme. The huge overhead dome and the decor will create an outdoor atmosphere inside, with the lighting turning night to day and vice versa."

"Our game rooms will include a poker room with 50 tables, an Asian card games room with 20 tables, and a billiard room with 25 billiard tables," added Langbert. "Our lounge will show off-track horse races and the state Keno games as well as 'virtual reality' machines. It will include a very distinctive bar with many angles to allow easier conversation between patrons, and, of course, live entertainment. We plan to have permanent in-house entertainment, but will also bring in local groups on a rotating basis, and will include all types of music, including line dancing and Country/Western."

According to Langbert, eating facilities will include an "outdoor" cafe with umbrella tables, and a

competitions, and also have musical entertainment in our lounge. Some of our main attractions will be our four restaurants, including: a coffee shop, a delicatessen, a mid-level (and mid-priced) restaurant, and a 4-star restaurant for the gourmards. And I'm sure one of them will serve Asian food."

Champs will also have complete security in their 10-acre parking lot. "We are going to hire off-duty police officers to provide security, to ensure that professionals are taking care of our patrons' cars and security, said Schaefer. "We are right off the 60 Freeway, with easy access to the 57 Freeway, so there will be very low traffic impact on local residents."

Patrons Aren't Betting Against House

Most gamblers would also seem to have a better chance of not going home broke in the local card clubs, as they will not be gambling against the 'house,' as they do in Las Vegas or Laughlin. The clubs will make their money by making the space and dealers available for players, and through extraneous entertainment facilities, such as their lounges and restaurants. For a small fee for each game, card club employees will serve as dealers for the poker and Asian card games, leaving card players to take their chances against each other.

Clubs for Those Who Want Them

In life, every subject has a pro and a con. Some will always be against gambling, drinking, and wasting money on "that kind of entertainment." Some will see only the benefits of bringing card clubs to the Inland Empire. Then there are those who acknowledge the good and bad of bringing this type of industry into the area, and are able to balance the equation to justify the stand they take. ▲

Champs Card Club

Though Champs is not promoting a theme park atmosphere, this card club will also have luxurious facilities. "Champs will look like a first-class hotel," said Philip Schaefer. "Our facility will have 60,000 square feet devoted to our patrons' enjoyment. We will have a world-class card room for

LOOKING FOR ONE CRAZY entrepreneur who is ready to go for a wild ride in the international marketplace.

WE KNOW HOW TO MAKE MILLIONAIRES!

Now, we're looking to make one more in the Inland Empire. This is not a get-rich-quick scheme. But if you're ready to take action to make six figures a month, then we're ready to show you how.



SUCCESS MAGAZINE says that our business represents the leading financial opportunity of the 90s.

For more information call:

(800) 864-3453

24-Hour Recorded Message

Electric Cars Are Vehicles for Today

Fontana high school machine shop students have just finished building the second electric vehicle for the school in two years. That sounds like a 'fun' project for kids, doesn't it? But wait! Were they fun assignments or actually preparation for their future lives?

It wasn't long ago that when anyone mentioned electric cars, thoughts immediately turned to those little carts that senior citizens and golfers used to get around in small areas. Otherwise, they were futuristic fantasies on the same level as "The Jetsons" lifestyle.

Evidence is mounting that 'times have changed,' and for some people, they changed 20 years ago. In addition to local high school students learning how to build them, a Redlands company is teaming with two Japanese firms to develop electric vehicles (using Grumman postal vans with right-hand steering wheels) to export them to Asia. And a 'senior citizen' who has been building electric cars for 20 years is preparing to leave Fontana on July 21 for a 3-day race meet at Utah's Bonneville Salt Flats, where he hopes to set a world record and to win the race by taking his electric race car over 200 mph.

On top of that, the state of California is pushing everyone ahead with their mandate that 2 percent of all cars sold here in 1998 must have zero emissions.

Students Learn by Doing

First, the story of the students. Working to protect our environment has top focus in society right now, and nowhere is that more evident than in our schools. Elementary schools focus on recycling papers, bottles and cans; all students learn about the rain forests, endangered species, and the hole in the Earth's ozone layer; and now high school students are learning how to create electric vehicles which they will then see driven every day by school administrators and employees.

The 'Ventures Program,' as it was named, was funded by a grant from the state of California through the California Education Division Program and the Carl D. Perkins Vocational and Applied Technology Education Act of 1990. Fontana High School's Vocational Education Department, led by machine shop instructor Bill Clarke and director of

Vocational Education LaVern Pine, applied for the first grant almost two years ago for at-risk and disadvantaged male students.

According to Clarke, the students developed the blue prints on an IBM compatible computer, then removed the combustible engine from a small used car and replaced it with an electric motor and 18 batteries. "The car was painted and refurbished with the help of the San Bernardino Valley Community College auto body department," he added, "and they taught our high school students about restoration processes and painting techniques at the same time. The final paint job was in Fontana High School colors, and they painted a logo the kids created for our electric car program."

In addition, a corresponding environmental lesson plan was developed by a physics teacher to instruct all of the high school students about the car and its environmental value. "Developing the car taught the high school kids about what is involved in developing new technology and how to develop a product for a business," noted Clarke, "and also gave them a better understanding of the effects that automobiles have on the environment." And as Pine commented, "Fontana High School got the first electric car in a San Bernardino County school, and now, with this year's project, we have two of them."

Pine reported that the experience proved to be such a positive one that she and Clarke repeated the whole process again this past year. Now they also have a Ford Courier pickup to use for transporting materials from school to school in the Fontana district.

Redlands Firm Gets \$15 Million

The story of U.S. Electricar Inc. in Redlands is a glimpse into what can happen when you follow your dream through to fruition. U.S. Electricar bought Nordskog Electric Vehicles Co. of Redlands last August. The company has established the capacity to convert small pickup trucks and cars to electricity. It is converting 400 vehicles a month, using sealed lead-acid batteries. Both types of vehicles have ranges of 60 to 80 miles. Electricar sold its first converted S-10 on May 31, to

Florida Power & Light, and the company has a backlog of about 200 orders.

The plant has teamed with Itochu Corp., Japan's largest company, and Tokyo R&D, a leading Japanese automotive engineering and design firm, to develop and export electric vehicles to Asia.

The teaming agreement calls for Itochu to invest \$15 million in U.S. Electricar in exchange for 3 percent of the company. The partnership calls for the formation of a Tokyo-based joint venture company, Japan Electricar Corp., to find Japanese markets for electric cars.

Tokyo R&D will help develop the vehicles. News of the agreement sent U.S. Electricar's stock up 81 cents to \$5.81, its highest in a year.

Itochu is one of the world's largest global trading firms with earnings of \$166 billion in 1993.

Electric Car Racing Big Enterprise

Ed Rannberg, owner of Eyeball Engineering in Fontana, has built almost 30 electric cars over the past 20 years, but he only has a couple of them. "As soon as people see the cars, they want to buy them," Rannberg said. "The only ones I have left are my race car and one owned 20 years ago by Robert P. McCulloch, the chain saw magnate. I plan to fix that one up and use it around town."

Rannberg got his race car up to 180 mph at last year's Bonneville races, but he didn't make the complete circuit to win the race because of the poor conditions rain had caused on the flats. At that time the world record for an electric car was 175, set in 1974 at Bonneville by Roger Hedland. The current record of 183 was set by a General Motors car at their own test facility 7.7 mile oval track in Fort Stockton, Texas this past March.

"I hope to reach 200 mph at this year's race," Rannberg said, "and this year the salt flats are in much better shape for racing."

In addition to building electric cars for the past 20 years, Rannberg has followed up on his interest by organizing the Electric Vehicle Assn. of So. California. The club started with five members and has since grown to 250 enthusiasts, who now meet at 10 a.m. on the third Saturday of every month at the Ontario Library, 215 W. "C" Street.

"We have a lot of interesting experiences and ideas to discuss when we get together," Rannberg said, "and even though only about 10 percent of us actually own electric cars, we are all interested in making them and maybe racing them." Several electric car wizards are honorary members of the club, according to Rannberg. "Paul McCreedy, partial owner (with Hughes) of Aerovironment in San Dimas, is one," he said. "He created America's first solar electric vehicle to race across Australia along with 20 to 30 others. This race is now in its fourth year."

"A real electric car genius is Alan Coconi, owner of AC Propulsion of San Dimas," Rannberg continued. "Coconi built General Motors' first solar electric car, called 'Impact,' which went on to win the Australia race. He designs components, and sells AC controllers and motors to utility companies for them to use for marketing purposes."

"Personally, I don't know why everyone doesn't drive electric cars," he said. "Running one costs about one-third as much as a gasoline driven one; there is no maintenance; and with AC parts, not even a transmission. No energy is being used when a car is stopped at a light or anywhere else, and it is the zero emission car that we've all been dreaming of. That means a lot less smog." ▲

Will The Next Person You Hire
Be The One You Wish You Hadn't ?

Info Net
Information Service Professionals

Specializing In:

- ◆ Pre-Employment Screening
- ◆ Professional Skip Tracing
- ◆ Public Record Research & Retrieval
- ◆ Asset & Background Searches
- ◆ Workers' Compensation Claims History

909-273-1573

800-707-4636

Software Changing How Marketers Conduct Surveys

by Sergio Balegno, President of Morse-Balegno

The Marketing Problem—The president of LAN Systems, a manufacturer of computer networking devices, was on a mission when he stormed into the office of his vice president of marketing and sales. As a result of comments he overheard at a recent trade show, he had developed a "gut feeling" that his company was losing market share to a competitor. This feeling was based solely on his perception that his competitor was doing well, not on LAN Systems' sales figures or any other measurable market information. But before new strategies could be developed to solve the problem (if, indeed, there was a problem), research was needed to determine LAN Systems' position in the market... and it was needed fast!

The Role of Research in Marketing—The most savvy marketers will tell you that successful products and services today are market driven. By listening to the opinions and perceptions of customers and prospects, and comparing this information with quantitative data, a company will learn how to successfully present and position its products.

Only then can highly effective, on-target marketing strategies be developed and implemented. Only then will ad campaigns speak the language of the customer, satisfying his needs and addressing his concerns. New products can be developed and marketed to satisfy previously unaddressed market needs. Old products can be modified. Packaging might be changed. Negative images can be softened through public relations strategies. Positive perceptions can be exploited more effectively.

In-House or Outside Services—

There are several survey methods a company like LAN Systems could use to obtain the information it needs. Research could take the form of personal interviews, telephone, or mail surveys. But before the vice president could choose a format, he had to decide who would be conducting the survey, analyzing the data, and reporting on the results.

As his first step, the vice

president interviewed a few research firms. The fees they submitted were high, and the time schedules unacceptable. "We could do this ourselves, in-house," he thought. "I know the questions we need to ask. I know the market. We have the customer database set up and the office support to conduct the surveys by phone. I just don't know how to get started." At the advice of his advertising agency, the vice president purchased a software program called Survey EZ3 (800-964-4655 for Survey EZ3 information) that could help him write the survey, conduct interviews, tabulate and analyze results, and generate professional reports and presentations.

The New Survey Software—Software like Survey EZ3 is changing the way surveys are conducted and used in marketing. Until recently, market research was a costly tool used only by companies large enough to afford an outside research company or an internal staff of research specialists. Because new software like Survey EZ3 allows surveys to be conducted in-house, research is becoming a routine marketing practice for mid-size and smaller companies. It's become fast, easy, and inexpensive. Let's take a look at the specific ways survey software helped LAN Systems.

Developing the Questionnaire—

The vice president had several projects nearing deadline and didn't have the time to write the questionnaire himself. So he had to delegate the task to an assistant who had no previous experience writing survey questions. The vice president met with her to review the information needed, and she proceeded to create the questionnaire. Some questions she wrote from scratch, and others she simply selected and edited from a sample question library provided with Survey EZ3. This software provides an easy-to-use questionnaire maker that automatically structures questions to ensure proper research techniques are used. Previous experience writing survey questionnaires is not required when using Survey EZ3.

In a couple of hours, the questionnaire was ready and a copy printed for the vice president's

approval.

Interviewing Customers—Two LAN Systems employees were selected to take a couple of hours from their daily routines to conduct the interviews by phone, over a two-week period. Although they were new at conducting interviews, they felt comfortable because the software guided them through each step of the interviewing process. They were able to enter responses to the survey questions on-line quickly and easily, and actually finished the process in half the time expected. The interviewers were networked together so all data was entered into a single database. One sales rep was also responsible for a number of customer surveys. He used a notebook computer for the in-person interviews, and the data was easily merged into the main database.

Analyzing and Reporting—Once all the data was gathered, the process of tabulating and reporting was incredibly quick...literally seconds compared to the hours or even days it would have taken without Survey EZ3.

With a simple click of the mouse, the vice president generated an easy-to-comprehend printed report. Another click and persuasive on-screen charts appeared, graphically displaying the results of each question for a presentation to the president. The president was impressed, and his concerns were alleviated.

LAN Systems learned that they were still gaining market share over their competitor. They also received helpful feedback from customers which led them to develop several highly targeted marketing and merchandising strategies for the next quarter. LAN Systems is having a record year, and market research has become an essential component of their marketing planning. ▲

Sergio Balegno is president of Morse-Balegno Advertising & Public Relations in Hyannis, Massachusetts. He provides marketing communications consultation services to clients throughout the United States, Europe and the Pacific Rim, and is an affiliate of the Second Wind Network of over 300 marketing communications firms worldwide. Telephone (508) 778-2536, Fax (508) 778-2538, CompuServe 70550,1265

If you can check any of these, you need us.

- ✓ Not enough time to follow up on leads
- ✓ Short-staffed in the marketing department
- ✓ Unsure of customers' satisfaction level
- ✓ Need help breaking into a new market
- ✓ Not confident that channels of distribution are doing what they should

If you checked even one, you're not alone. But that's why we're here - to add to your marketing resources. Join other companies that make every marketing dollar count by using our services to conduct lead follow-up or customer satisfaction surveys. We match our skills to their marketing efforts on a job-by-job OR long-term basis, depending on what they need.

Call us today. We'll be glad to discuss a customized program for YOU.

(800) 424-9378 . (714) 879-7900

TMW Marketing
Specialists in Telemarketing Strategies

Free Employment Advertising Provided for Businesses

When advertising for a potential employee puts a strain on the company budget, employers now have another option—a firm that advertises their position free of charge. Job-seekers interested in access to the job database pay a small fee through a (900) phone number.

Jobs America(TM) has been open to the general public for four months. They now claim to list approximately 2,000 jobs in 175 categories from all over Southern

California on their computerized system for interactive job retrieval. Employers are requested to notify the firm when a job is filled; but, in any case, a job listing is removed from the system after two weeks unless an employer notifies them that it has not yet been filled.

Job seekers pay \$2 for the first minute and \$1 for each additional minute to get the information from the Jobs America(TM) database. All job placement and retrieval is done through custom computer programs and is completely

Jobs America(TM) estimates that only 3 to 10 percent of available job opportunities are advertised in the newspapers.

automated. A 'help menu' and instructions on accessing information are provided. Each job category is accessed by punching the first four letters of the job description on a touch-tone phone, and the caller can fast forward through positions in which they are not interested.

Jobs America(TM) estimates that only 3 to 10 percent of available job opportunities are advertised in the newspapers. The result, they claim, is that tens of thousands of job opportunities remain virtually inaccessible to the Southern California job market.

The Southern California marketplace is now more mobile than ever. The recessionary squeeze on individual finances have made Californians more willing to relocate or commute to get the available jobs.

Therefore, the employers market is significantly larger during a recession since potential employees are predisposed to go where the job is rather than limit their search to their immediate area through local newspaper ads.

As a result, employers now have an expanded market of potential employees. A company with an available position in South Orange County, for example, can now tap into this expanded market, and perhaps the most qualified (or least expensive) candidate will commute or relocate from another county. Jobs America(TM) provides free, convenient, and immediate access to this market, making this the first viable, large-scale employment alternative since the newspaper classified ads.

Jobs America(TM) is a product of TTM & Associates, a recently formed company in interactive information programs for the general public, original equipment manufacturers and other businesses.

Jobs America(TM) offers this free employment advertising at no obligation to the employer. By employers utilizing this no-cost incentive, Jobs America(TM) hopes to provide a viable method of listing every employment opportunity available through its computerized phone interface. ▲

The phone number for job seekers is (900) 844-4382. For more information, call TTM & Associates, Inc. at (714) 257-2113.



MOJAVECHOICE
— HEALTH PLAN —

*A Health
Care Plan
of the
High Desert*

Fully insured by Sierra Health & Life



for information call
245-7106

15366 11th Street • Suite "O"
Victorville, California 92392

CareAmerica has plans to save an endangered species... Independent Business.



The Gray Wolf (Canis Lupus). Formerly abundant throughout North America, the wolf population in the lower 48 United States is now limited to a few hundred in Northern Minnesota and Michigan.

You deal with it every day... costs of doing business that just keep going up and up. Like employee health care costs. You want quality health care, but there's a limit to what you are willing to pay.

CareAmerica has an answer... affordable HMO and PPO plans that can be fitted exactly to the needs and budgets of independent businesses. Whether you have 3 or 3,000 employees, you can choose from a wide range of quality products and services. Select from more than 8,000 physicians and 70 of the best hospitals. Choice, quality and cost efficiency... a few of the reasons CareAmerica is one of the fastest growing health care companies in Southern California.

Call your broker to ask about CareAmerica.

It's the right choice.

CareAmerica™
The Health Plans of Choice

Population Growth Slowing in Inland Empire

Printed with permission of the Inland Empire Economic Databank and Forecasting Center, The A. Gary Anderson Graduate School of Management, University of California, Riverside

Data recently released by the Department of Finance indicates slower population growth in the Inland Empire for the third year in a row. The data shows faster growth in Riverside County than in San Bernardino County and faster growth in either county than for the state as a whole. However, the 2.6 and 1.7 percent rates estimated for the two counties are a marked respite from the growth of the late 1980s, and this slowing looks to be continuing.

Inland Housing Still Rebounding

Recovery is proceeding in the housing market. As is the case in the rest of Southern California, home sales in Riverside and San Bernardino Counties have grown

steadily through the last 10 months since June, after having declined through the previous four years. Sales have risen especially rapidly for new homes. This rise has helped spur a corresponding increase in building activity, as seen in building permit trends in Chart 2.*

The improvement seen in home sales and construction is encouraging, but one should keep in mind that it will take growth at recent rates for a number of years before we have returned to 1989-90 levels. Chart 3* certainly puts this into perspective for construction activity, as Chart 1* does for home sales.

Apartment Construction in Meltdown

A sobering trend in the housing data is the virtual (continuing) meltdown of the apartment construction business. Total multi-family construction in the Inland Empire has amounted to less than 1,000 units per year for the last

three years, down from more than 30,000 per year in the late-1980s. Obviously, lower interest rates have not been able to offset the chilling effects of tax reform and slower economic growth in restraining this sector.

Data recently released by the Department of Finance indicates slower population growth in the Inland Empire for the third year in a row.

Despite the decrepit levels in apartment construction and despite the low activity levels overall, housing market conditions have indeed improved in the last 10 months, and they will most likely continue to improve through this

year and next.

Won't the recent rise in interest rates "chill out" activity? Well, rates fell all through 1990-92 without any visible salutary effect on local housing, and we think this sector can grow at recent modest rates and from current still-depressed levels even despite the run-up in rates seen thus far. It was more than just interest rates that caused the market to bottom out and then rebound last year, and as national and local economic recoveries continue, these will continue to benefit the housing market.

Lastly, we are hopeful that long-term interest rates will actually drop back in the next six months as the pace of national economic growth subsides, and now that the Fed has announced an intention to hold short-term rates steady for the time being. ▲

*The referred Charts 1, 2, and 3 are shown in the Chronicle section, Page 55.

NORTH AMERICAN ALLIANCE FORMED FOR ZERO EMISSION VEHICLES

A new alliance of North American organizations has formed to promote development and early commercialization of pollution-free vehicles, both at home and abroad.

"Alliance members share a common vision of environmental protection and the integral role of zero and near-zero emission vehicles in addressing global and local air pollution problems," said Henry Wedaa.

"Developing zero emissions vehicles is key to solving both global and local air pollution problems," said Henry W. Wedaa, chairman of the new organization,

known as the North American Clean Air Alliance for Zero Emissions Vehicles.

"Alliance members share a common vision of environmental protection and the integral role of zero and near-zero emission vehicles in addressing global and local air pollution problems," said Wedaa, who also chairs the Los Angeles area South Coast Air Quality Management District governing board.

"Our members recognize that clean vehicle technology can bring new economic opportunity and create new highly skilled, good paying jobs over the next decade," he added.

The chief objectives of the alliance are to:

- Exchange information on initiatives, programs and technologies in the field of zero and near-zero emissions vehicles;

- Enhance public understanding of the role of such vehicles in solving air pollution problems;

- Sponsor conferences and other meetings to review the current state-of-the-art of zero and near-zero emissions vehicles; and

- Support California's clean car standards, including the 1998 mandate for sale of zero emitting electric vehicles.

The alliance will maintain a philosophy of neutrality in determining which zero or near-zero emitting vehicle technologies to support, Wedaa said. For instance, there are a number of competing types of batteries that can power electric cars. In addition, other zero emission technologies, such as fuel cells—which create electricity in a non-polluting electro-chemical reaction from hydrogen-based fuels—may become dominant.

Membership in the alliance does not require a fee and is open to government agencies, public interest groups, businesses, universities and others who support the goals of the alliance.

Initial members include:

- The American Lung Association;
- Province of British Columbia, Ministry of Environment, Lands & Parks;
- NESCAUM (Northeast States for Coordinated Air Use Management);
- New York State;
- W. Alton Jones Foundation;
- Fuel Cells for Transportation;
- Natural Resources Defense Council;
- CALSTART;
- Los Angeles Department of Water & Power;
- Southern California Edison;
- Southern California Gas Co.; and many more. ▲

Sonic Filter Cleaning Saves Money and Environment

by Christy Newey

Empire Sonic Filters is a new company in the Inland Empire aimed at reducing landfill waste by recycling large, heavy-duty air filters. In six months of operation, the company has already saved Inland Empire landfills over 20 tons of non-biodegradable waste.

Empire Sonic Filters uses a dry cleaning system developed by Sonic Dry Clean of Poway, California, which has over 50 units nationwide, as well as several overseas locations. The company cleans dirty air filters from trucks, buses, heavy equipment and co-generation electric plants which use over 700 filters per generator.

Cleaning the filters involves a newly developed, computerized, patent-pending process utilizing rotation, vibration, suction and compressed air. The system does not use chemicals or solvents and will not damage the filter paper in any way. The process recycles and restores the operating efficiency of a filter to nearly 100 percent, and

can extend the life of a filter 10 or more times. The process does not damage the filter in any way nor destroy the protective coat of dust that forms on the filter media during the early stages of its life. This "precoat" brings a diesel air filter to its maximum operating efficiency.

Empire Sonic Filters uses a dry cleaning system developed by Sonic Dry Clean of Poway, California, which has over 50 units nationwide, as well as several overseas locations.

"We have the only scientific method for cleaning and recycling diesel air filters as indicated by numerous independent tests and

evaluations performed by outside agencies, including the renowned Southwest Research Institute of San Antonio, Texas, and the United States Air Force," said Empire Sonic Filters owner Herman Gardner. "Previously, the only alternative available other than filter replacement was 'wet washing.' This process is not recommended by filter manufacturers and is destructive, outdated and obsolete."

The process of recycling air filters will help the Inland Empire's abide by the California Integrated Waste Management Act, SB-939, which requires counties and cities to reduce their flow of waste by 25 percent or face fines of up to \$10,000 a day. The Inland Empire cities and counties are just six months away from the first two waste diversion deadlines.

The Sonic Dry Clean process has already saved San Diego area landfills more than 50 tons of air filters.

"One customer from Oceanside has saved the landfills one-half ton of waste per month. Another

customer from Palm Springs recycled over 100 filters in the last quarter. This is a cost savings of approximately \$4,500," Gardner said.

Dirty air filters are attributed to be one of the primary causes of moderate to excessive smoke in diesel engines. With today's stringent legislation regarding vehicle smoke, maintenance of the air filtration system is important. Cleaning the air filters will improve emissions, reduce costly repairs and prolong the life of engine components, increasing overall efficiency.

"The Sonic Dry Clean method is an efficient, fast and cost-effective way to clean air filters. It is evident that this process extends the life of air filters and at the same time lowers maintenance costs," concluded California Environmental Engineering of Anaheim, an environmental testing laboratory, after conducting independent research on the system.

For more information about this process, call (909) 687-8801. ▲

UCR Center Named Lead in Air Quality Research

Governor Pete Wilson named a research center at the University of California, Riverside as California's lead center for air pollution study and technology development.

The College of Engineering-Center for Environmental Research and Technology (CE-CERT) does wide-ranging research on air pollution, including investigation of alternative fuels, transportation systems, vehicle emissions and atmospheric processes. As the lead center, CE-CERT will play a significant roll in the California Institute for Environmental Technology at UC San Diego.

The designation was made jointly by the governor, State Senator Robert Presley and Assemblyman Ted Weggeland, who represent the districts that include the university campus.

Gov. Wilson cited CE-CERT's work building a partnership between the public and private sectors in the development of an environmental research agenda to benefit the public.

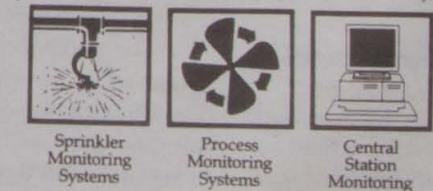
"For the first time since the modern environmental regulatory process was begun in the 1940s, the opportunity

exists to create the public-private sector partnership that will enable science to drive regulation instead of having regulation in front of science," Gov. Wilson said. "I strongly support this collaborative approach to new technology development as essential regulatory/industrial cleanup of our environment."

He also recognized the formation of CE-CERT's board of advisors. The advisors, like the program itself, is a combination of the public and private sectors. Members of the board include Richard Green, deputy secretary for technology of the California Environmental Protection Agency; James Lents, executive officer of the South Coast Air Quality Management District; Michael Huerta, associate secretary deputy for the U.S. Department of Transportation; Roger E. Truitt, senior vice president of ARCO Products Company; Charles Shearer, general manager for product R&D at Shell Oil Company; and David Hawkins, senior attorney, Natural Resources Defense Council.

CE-CERT, which was created two years ago, is headed by Joseph M. Norbeck, professor of engineering. ▲

**For total protection,
rely on the first name
in security.**



Now, there's a better way to meet your security needs through integrated electronic protective systems and service.

We're a leading national security company with a strong local commitment to protect you through use of:
■ Innovative security systems
■ Skilled installation and service representatives

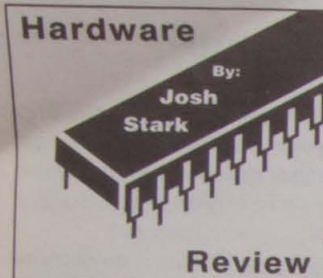
■ A full range of capabilities
■ Our own UL-listed central stations for your ongoing protection

So, to cost-effectively reduce your security risks, look to *The First Name in Security*™ for a FREE professional security appraisal.

(909) 460-0886



**WELLS FARGO
ALARM SERVICES**
603 S. Milliken Ave., Suite K
Ontario, CA 91761
A Division of Baker Protective Services, Inc.



Best Buys in Scanners

Scanners are NOT the device that Captain Kirk uses to zap the Klingons (he uses a phasor). They have a more mundane use: they enable you to read in pages of text without having to spend the time and money to type them in. They also can read graphical images, such as photographs, into image editors where you can change them to your heart's content. As you've probably guessed by now, the topic for this month's hardware column is scanners.

The difference between a good full-page, gray-scale scanner and the color version is now about \$200, which in the long run is not important considering the versatility that color scanners can give you.

Most scanners have a "hot" bulb technology; some use a "cold" bulb for their scanning. I like the cold bulb type as it has a longer life span, BUT this is not a super critical design feature.

I feel that the optimum scanner for most businesses is a flat-bed, full-page color scanner of at least 300 dpi HORIZONTAL resolution.

I feel that the optimum scanner for most businesses is a flat-bed, full-page color scanner of at least 300 dpi HORIZONTAL resolution. With this kind of resolution, a scanner with these specs is capable of resolving up to 16.7 million different colors. Another point to consider is whether the scanner is TWAIN compliant, because TWAIN drivers let you use Windows to control the scanner.

Another major dimension to consider is whether the scanner can be upgraded to use such accessories

as a transparency unit or multiple document feeders. I think this factor is nearly as important for you to consider as pure performance. In the long-run, a scanner's ability to be upgraded can save you lots of bucks. You should only consider a scanner with legal-size paper capabilities. The last thing you should worry about is speed, as most good scanners are fast enough. You should worry about output quality first. Lastly, the amount of graphics and optical character reading (OCR) software that comes with the scanner (hopefully included in the price) is a consideration.

The difference between a good full-page, gray-scale scanner and the color version is now about \$200.

The following scanners are by no means the only ones that you should consider, since they are very similar in quality, but they have consistently received good reviews in the PC press. I am adding a few comments on each.

1. The UMAX Technologies Color Scan Office has 600x300 dpi scanning capabilities, and many options are available. Some available options for the UMAX scanners are a document feeder and a transparency kit. For about \$800, you can get the scanner plus Picture Publisher LE, a business card reader software package, a drawing package and an OCR program. This is from a prominent mail-order outfit. For \$100 more, you can get the UMAX 800x300 dpi version. It's hard to beat this, folks!

2. The HP Scanjet IICX is really top rated. It is generally considered to have the best output quality yet. Street prices I have seen have ranged as low as \$940. If you can get some free software with it, this would be one of the packages you

should consider first.

3. The Microtek Scanmaker 2SP is nearly as good as the HP Scanjet and it has a street price of around \$750. Again, if you can get free software with it, don't hesitate.

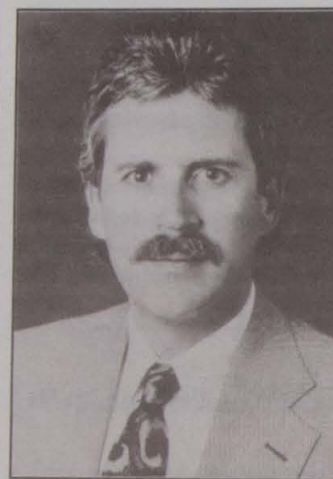
4. The Canon IX-4015 looks really good. The street price of about \$1000 for a scanner with 400x800 dpi resolution, a SCSI interface, TWAIN device driver, graphics and OCR software, and a one-button

control is another great deal. I particularly like the native 400x800 dpi resolution for this price.

5. Paragon's 1200 Flatbed Scanner with Adobe Photoshop 2.5, an OCR program and PC Interface can be had by mail for under \$1000. This is another exceptional buy. ▲

Josh Stark is owner of Abacus Consulting, a computer software and hardware consulting firm in the Inland Empire. For information, call (909) 780-2516.

Inland Empire Profile



15; one son, Ryan, age 17

Hobbies: Carpentry and gardening

Affiliations: California Redevelopment Association, International Council of Shopping Centers, San Bernardino Area Chamber of Commerce, Greater Los Angeles World Trade Center, California Association for Local Economic Development, National Community Development Association, National Association of Industrial and Office Parks, National Association of Housing and Redevelopment Officials, California Society of Municipal Officers, San Bernardino Valley Association of Realtors and Inland Empire Economic Partnership.

Personal Accomplishments: My children.

Best Aspects of the Inland Empire: Central to mountains, desert and ocean.

Greatest Concern: The decline of the family structure.

Last Book Read: "The Stand," by Stephen King

Last Movie Seen: "Maverick"

Favorite Sports: Snow and water skiing, and soccer

Last Vacation Taken: Cruise on the Mexican Riviera

Lives in City of: Moreno Valley ▲

Full Name: Timothy C. Steinhaus

Occupation: Agency Administrator, city of San Bernardino Economic Development Agency

Short Biography: Mr. Steinhaus is the agency administrator for the city of San Bernardino Economic Development Agency, responsible for establishment and implementation of programs to broaden the city's economic base. His departments strive to encourage industrial and commercial development, restore the city's housing stock and downtown area and promote conventions and tourism.

During his 20-year governmental career with the cities of San Bernardino, Palm Springs and Ontario, and with the county of San Bernardino, he has worked on all aspects of economic development.

Family: One daughter, Cody, age

Two UCR Scientists Chosen for 1993-94 Teaching Awards

Two faculty members at the University of California, Riverside, have been selected to receive the 1993-94 Distinguished Teaching Award, the highest honor for teaching presented by the UCR Academic Senate.

Following assessments and evaluations of colleagues and students, the Senate voted to present the honor to Gordon Van Dalen, professor of physics, and Ameae Walker, associate professor of biomedical sciences.

Van Dalen, an authority in experimental high energy physics, was cited by students as the "best teacher" and "finest instructor" they had encountered in their university studies. Said one former student: "The knowledge he has imparted while I was his student has had a phenomenal impact on my career; I daily find some aspect of his teaching influencing my work." He was described by another as "a great treasure to UCR."

Following assessments and evaluations of colleagues and students, the Senate voted to present the honor to Gordon Van Dalen, professor of physics, and Ameae Walker, associate professor of biomedical sciences.

Van Dalen teaches a variety of undergraduate and graduate courses, including General Physics for undergraduates and Experimental Tests of Electroweak Physics for graduate students. He currently is supervising two Ph.D. students, William Strossman and Kevin McIlhany, who are conducting thesis research at Los Alamos National Laboratory.

In addition to his teaching duties, Van Dalen served as associate dean for physical sciences in the College

of Natural and Agricultural Sciences from July 1990 to July 1993.

He earned his bachelor's degree in 1973, master's in 1975 and Ph.D. in 1978, all in physics and all at UCR.

Walker was cited in student evaluations as an "excellent," "fantastic" and "wonderful" teacher. One former student said, "She has been instrumental in promoting my development as an independent investigator."

"It makes all the effort

worthwhile," said Walker of the honor. "It is wonderful to be appreciated."

Walker teaches in the UCR Division of Biomedical Sciences, which offers, in conjunction with the UCLA School of Medicine, a unique seven-year program leading to an M.D. Among the courses she teaches are microanatomy and doctoring for medical students, as well as seminars and special topics courses for Ph.D. students. In addition, Walker serves as graduate

advisor for the interdepartmental Ph.D. program in biomedical sciences.

Walker's research focuses on the hormone prolactin and its role as a growth factor in normal and tumorous tissues.

She earned her bachelor's degree in biochemistry in 1973 and her Ph.D. in cell biology in 1976, both at Liverpool University in England. After a three-year postdoctoral appointment at Yale, she joined the UCR faculty in 1979. ▲

SMALL BUSINESS ADMINISTRATION

AWARDS
**PREFERRED
LENDER
STATUS TO...**



Orange National Bank



Joan Earhart, 1994 SBA Financial Services Advocate of the Year, and First Vice President and Manager of the SBA Loan Department of Orange National Bank, is pleased to announce their designation as a *Preferred Lender* by the Small Business Administration. The Preferred Lender Program will enable qualified applicants to receive SBA loan approval directly from Orange National Bank. *PLP* status is issued to approved lending institutions which have displayed a strong commitment to the SBA program as evidenced by their loan quality and outstanding customer service.

For further information please contact:

Joan Earhart
First Vice President and Manager
(714) 771-4000 x 350
(800) 303-4662

SBA DEPARTMENT



Member FDIC

LOAN OFFICERS

Lori Y. Freeman
Assistant Vice President
SBA Loan Officer

Jeffrey K. Nelson
Vice President and
SBA Loan Officer

Judy B. Winston
Assistant Vice President
SBA Loan Officer

ADMINISTRATION

Deborah A. Collins
SBA Loan Servicing Officer

Sherri R. Harper
SBA Loan Processor

Patricia M. Lindsay
Administrative Assistant

BUSINESS DEVELOPMENT

Steven G. Arriaga
Assistant Vice President and
Business Development Officer
Inland Empire
(909) 941-7020

William C. Cramer
Vice President
Business Development Officer
Inland Empire
(909) 944-2802

F. Peter Kim
Assistant Vice President
Business Development Officer

Environmental Companies Serving the Inland Empire

Listed Alphabetically

Company Name Address City/State	Billings (million) 1993	Regional Breakdown (\$ or %) L.A./O.C./I.E.	Yr. Founded Headquarters No. Employees	Specialties	Clientele	Top Local Exec. Title Phone/Fax
AeroVironment, Inc. 222 E. Huntington Drive, Suite 200 Monrovia, CA 91016	\$12	60% 10% 30%	1971 Monrovia 150	Air Quality Soil & Groundwater Environmental Audits	Local Industry Local Governments Law Firms, Military	Tim Conner CEO/President (818) 357-9983/359-9628
Allwest Geoscience D.V.B.E. 765 J. State College Blvd., Ste. 389 Fullerton, CA 92631	\$500,000	15% 80% 5%	1992 Fullerton 13	Geotechnical Engineering Environmental Assessment Materials Testing, Surveying	Developers Commercial Cities, State & Federal Agencies	Gene Farnsworth President (714) 773-1232/773-0465
Alton Geoscience 25-A Technology Dr. Irvine, CA 92718-2302	\$10.1	25% 60% 15%	1981 Irvine 80	Remediation Contracting Environmental Consulting	Major Oil Companies Aerospace Industry Local Govt. Agencies	Dana Smith President (714) 753-0101/753-0111
Barsotti's Inc. 11936 Altamar Place Santa Fe Springs, CA 90670	na	80% 15% 5%	1980 Santa Fe Springs 250	Asbestos Removal Lead & PCB Removal Demolition	Comm./Industrial Firms Property Management Firms Building Owners	Leslie A. Mattias President/CEO (310) 944-0078/944-2057
Camp Dresser & McKee, Inc. 430 N. Vineyard Ave., Ste. 310 Ontario, CA 91764	\$8.0	40% 30% 30%	1947 Cambridge, Mass. 2,200	Water, Waste Water, Solid Waste Environmental Management	Local Government Industry State/Federal Govt.	Richard W. Cornelle Vice President (909) 986-6811/984-9328
CH2M Hill 2510 Red Hill Avenue Santa Ana, CA 92705	na	75% 10% 15%	1946 Denver 5,000	Water/Wastewater Pl. & Engr. Transportation, Solid & Hazardous Waste Mgmt. Geosciences, CM	Private Industry Utilities/Caltrans Federal Govt. County/Local Govt.	Jerry D. Boyle Vice President/Reg. Mgr. (714) 250-1900/250-5508
Chemical Waste Management 10960 Boatman Ave. Stanton, CA 90680	\$66.2	65% 20% 15%	1973 Oakbrook, IL 4,400	Collection Transportation Treatment & Disposal	Aerospace Public Utilities Private Business	Vic Ciccarelli Area Operations Mgr. (714) 826-6320/826-0604
Carnot 15991 Red Hill Ave., Ste. 110 Tustin, CA 92680-7388	\$7	75% 15% 10%	1990 Tustin 75	Air quality, Continuous Emission Monitoring System Engineering, Air Toxics, Emissions Testing	Utilities, Industrial Companies, Research Institutions, Independent Power Producers	Barry McDonald President (714) 259-9520/259-0372
Converse Consultants Inland Empire 10391 Corporate Dr. Redlands, CA 92374	\$25	50% 20% 20% 10%(San Diego)	1926 Pasadena 324	Environmental/Geotechnical Engineering, Site Investigation, Remediation, Asbestos, Air Quality, Geological & Hydrogeologic Studies, Soils & Materials Testing	Commercial/Industrial/ Residential Financial Institutions Local State and Federal Agencies	Mark Bulot Principal-in-Charge (909) 796-0544/796-7675
Dames & Moore 3602 Inland Empire Blvd., Ste. C-110 Ontario, CA 91764	na	50% 10% 30% 10%(San Diego)	1938 Los Angeles 3,500	Planning/Design Waste Management Environmental Engineering	Public Sectors City/County Agencies Private Sector	Brian Wynne Managing Principal (909) 980-4000/980-1399
E.A.R.T.H. Sciences & Analytical Technologies 237 S. Waterman Ave., Ste. B San Bernardino, CA 92408	na	na	1993 **San Bernardino 8	CA-DHS Certified Environmental Lab, Chemical/Biological Testing, Materials Characterization, Environmental/Technical Consulting, Bioremediation, Data Analysis	County of San Bernardino Public & Private Agencies Industrial/Commercial Firms	D.R. Chance/C.J. Kiser Lab Dir./Tech. Dir. (909) 888-6544/885-7037
Earth Systems Environmental, Inc. 79-811 Country Club Drive Bermuda Dunes, CA 92201	na	10% 1% 30%	1989 San Luis Obispo 23	Soil & Groundwater Remediation Soil & Groundwater Assessment Property Transfer Assessment	Oil Companies Commercial, Industrial Local Government	David Bramwell Senior Geologist (619) 345-9772/345-7315
Ecologics Environmental Consulting Co.'s 4125 E. La Palma, Suite 300 Anaheim, CA 92807	na	na na na	1982 Anaheim 80	Toxicology/Risk Assessment, Industrial Hygiene & Safety, Env. Engin., Env. Health Ser., Training, Asbestos, Geotechnical, Lead-Based Paint Mgmt.	Industry Public Agencies Financial Institutions	Brian Hunt Chief Operating Officer (714) 528-0000/528-3300
EMCON Associates 1420 E. Cooley Drive, Suite 100 Colton, CA 92324	\$80	\$9.1 \$5.1 \$2.4	1971 San Mateo 1,000	Solid Waste Management Underground Storage Tanks Recycling	Cities & Counties Transportation Private	Martin T. Czerniak, P.E. Director/Branch Mgr. (909) 824-9855/824-5078
Enserch Environmental 3000 West MacArthur Blvd. Santa Ana, CA 92704	na	65% 10% 25%	1905 New York 800	Waste Management Environmental Assessments Planning	Industrial Governmental Agencies	Hal Schneider Manager So. CA Ops (714) 662-4047/662-4049
ENSR Consulting and Engineering 4340 Von Karman Avenue, Ste. 200 Newport Beach, CA 92626	\$23.4	N/A \$3.5 N/A	1964 Acton, MA 950	Environmental Management Hazardous Waste Management Auditing Permitting	Law Firms Financial Institutions Manufacturing, Aerospace	Andrew J. Miller GM/West Regional Dir. (714) 476-0321/476-8738
GeoResearch 3960 Gilman Street Long Beach, CA 90815	\$6	60% 30% 10%	1984 Long Beach 80	Phase I, II, III Site Assess., Enviro. Audits Water Supply Development Hazardous Waste Management Remediation Syst. Design & Installation	Aerospace, Mjr. Oil Cos. Local, State & Federal Governments Banking & Legal	Michael M. Mooradian President (310) 597-3977/597-8459
GEOTEST 3960 Gilman, Suite 908 Long Beach, CA 90815	\$2	60% 30% 10%	1985 Long Beach 25	CA State Certified Mobile Labs. CA State Certified In-House Labs. Full Service	Oil Companies Local, State & Federal Governments, Bnkg/Legal	Dr. Robert Clark Lab. Director (310) 498-9515/597-0786
Groundwater Remediation 1963 N. Main Street Orange, CA 92715	\$2	na na na	1984 Orange 25	Soil & Groundwater Remediation Phase I & II Site Assessment Tank Removal	Fortune 500 Companies Riverside County Private Companies	Cyrus Namini President (714) 282-6676/282-5644
Harding Lawson Associates 3 Hutton Centre Drive, Ste. 300 Santa Ana, CA 92707	\$112.39	50% 30% 10%	1957 Novato, CA 960	Hazardous/Solid Waste Management Geotechnical and Environmental Engineering Geological and Hydrogeological Studies	Petroleum & Petrochemical Co. Manufacturing and Transportation Commercial and Governmental	Bartlett W. Patton Regional Vice President (714) 556-7992/662-3297
Keith Companies, The 22690 Cactus Avenue, Suite 300 Moreno Valley, CA 92553	\$24 (sales)	15% 40% 45%	1983 Costa Mesa 300	Studies, EIR Reports, Environmental, Phase I Assessments	Government Agencies Private Developers, Private Industry	Richard T. Robotta V.P./Div. Mgr. (909) 653-0234/653-5308

** = Headquartered in the Inland Empire N/A = Not Applicable WND = Would Not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, 305 Sacramento Place, Ontario, CA 91764. Researched by Jerry Strauss. Copyright 1994 Inland Empire Business Journal.

CBE FILES ANTI SMOG-TRADING LAWSUIT CLAIMS L.A.'S RECLAIM PROGRAM IS ILLEGAL, WILL MAKE SOUTHLAND AIR DIRTIER

Los Angeles—Citizens for a Better Environment (CBE), a statewide nonprofit environmental health organization, has filed a lawsuit in California Superior Court seeking to block a controversial program that would allow industrial polluters to buy and sell smog. The program, known as RECLAIM, was approved by the California Air Resources Board (CARB) last March and was developed by the South Coast Air Quality Management District (AQMD). Both are named in the suit.

"Under this smog-trading scheme, the citizens of Southern California will be forced to breathe tens of thousands of tons of

additional pollution," said CBE's L.A. Clean Air Program Director, Jim Jenal. "As a result of allowing smog-trading, more people will get sick and more people will die than they would have under the old plan. It isn't right, it isn't fair, and it isn't legal."

According to Jenal, California law requires any smog-trading program to work at least as well as the traditional methods that it is replacing—but RECLAIM flunks that fundamental test. "Over the 10-year life of this program, RECLAIM will allow 40,000 tons of additional pollution into the air compared to the plan that it has replaced. Yet the proponents of this program think that is 'equivalent.'"

We don't agree and have repeatedly told them so," said Jenal.

According to Jenal, California law requires any smog-trading program to work at least as well as the traditional methods that it is replacing

"Unfortunately, the AQMD and the CARB ignored our concerns and adopted this program despite its obvious flaws. That is why we are

going to court—to protect the health of everyone who lives and breathes in the L.A. Basin."

If successful, the lawsuit would compel the AQMD and the CARB to reverse their approval of RECLAIM and move ahead with the previous plan for cleaning L.A.'s air which is still the filthiest in the nation.

CBE is being represented in the case by environmental attorney Bill Curtiss of the Sierra Club Legal Defense Fund (SCLDF). "SCLDF is pleased to represent CBE in this extremely important piece of litigation," Curtiss said. "RECLAIM fails to comply with the law and we intend to help CBE prove that in court." ▲

NATIONAL HONORS ACCORDED EMWD WATER RECLAMATION PROJECT

A nationally-coveted Research and Technology Award for 1994 has been presented to Eastern Municipal Water District in recognition of its innovative "Multipurpose Wetlands Research and Demonstration Study."

The award is sponsored by the Association of Metropolitan Sewerage Agencies (AMSA) and honors technological innovation related to wastewater treatment. It was presented recently at AMSA's annual meeting in Washington, D.C. Eastern's project was selected from among the work of hundreds of AMSA member agencies.

EMWD was represented by Ms. Christie M. Crother, a project coordinator in the resource development branch, who accepted the award on the district's behalf. Ms. Crother played a key role in the project's concept and development.

To qualify for the widely-sought honor, a project must directly relate to basic processes of wastewater collection or treatment, must be conducted in-house or under the agency's close direction, and must have practical application.

"Our wetlands project easily meets all those conditions, and, in fact, we are expanding it from "demonstration" status to full-operational capacity," says Ms. Crother. "We are showing how to reclaim wastewater in an economical, natural way while we benefit wildlife and offer educational opportunities rarely equalled in our region, and all of this is to the advantage of our ratepayers and the general public," she adds.

The award is sponsored by the Association of Metropolitan Sewerage Agencies (AMSA) and honors technological innovation related to wastewater treatment.

Accompanying Ms. Crother in accepting the award was William E. Rinne, Lower Colorado Regional

Liaison for the U. S. Bureau of Reclamation, which has provided much of the funding.

The EMWD project is co-sponsored by the Bureau of Reclamation, and a number of other agencies also participate. It is designed to evaluate and expand the use of reclaimed water through the use of multipurpose constructed wetlands. In addition to providing economical and natural tertiary processing of wastewater treatment plant effluent, the project provides quality habitat for migratory waterfowl and shorebirds.

By designing a "multipurpose" project, the district has also maximized public education and passive re-creation benefits of the water reclamation effort.

The award specifically emphasizes an agency's "leadership in the protection of our nation's water quality."

Reclaimed water is an important element in water resource management, particularly in arid and semi-arid areas like the Inland Southern California region served by EMWD. To the extent reclaimed water is used for agriculture and

irrigation, it will ease the strain on existing water delivery facilities and local resources to meet growing domestic, environmental and industrial demands.

AMSA represents the nation's largest publicly-owned wastewater treatment facilities. It has member agencies in 40 states, which collectively treat and reclaim over 14 billion gallons of wastewater daily. AMSA's member agencies, like Eastern, are environmental practitioners dedicated to protecting and improving the nation's waters.

During the AMSA meeting, which stressed environmental policy, Ms. Crother shared the dais with House of Representatives Public Works and Transportation Committee chair Norman Mineta of San Jose, and with Environmental Protection Agency administrator Carol Browner.

EMWD offers free presentations about the Wetlands project for community groups. Tours are also available on a first-come, first-served basis. For more information, contact EMWD's community involvement department at (909) 925-7676, ext. 226. ▲

CFOs PREDICT SLIGHT INCREASE IN THIRD QUARTER FINANCIAL HIRING

Large Companies and Professional Services Firms Project Strongest Growth

MENLO PARK, CA—The hiring of accounting and finance professionals in the third quarter will continue its gradual upward swing, according to the nation's chief financial officers (CFOs). Ten percent of CFOs polled in a new Robert Half International survey said they expect their companies to hire accounting and finance personnel during this period, while only 4 percent reported plans to decrease staff. Eighty percent of the respondents expect no change in staffing activity.

The net positive increase of 6 percent is slightly higher than last quarter's results. Especially encouraging were hiring projections from companies with 100 or more employees. The net increase in hiring among large companies (11 percent) is nearly double the national average. And results from California, one of the last states to begin recovering from the recession, indicate a renewed strength in hiring.

The national poll includes responses from 1,000 CFOs who were randomly selected from U.S.

companies with more than 20 employees. It was conducted by an independent research firm and developed by Robert Half International Inc., the world's largest staffing services firm specializing in the accounting, finance and information technology fields.

"The survey's projections show

the wide breadth of the recovery—with strong optimism across many industries, regions and different-sized companies," said Max Messmer, chairman and CEO of Robert Half International.

"The fact that large companies are planning staff additions is particularly encouraging," Messmer added. "The hiring activities

projected by these firms are at levels previously reported only by small to mid-sized companies."

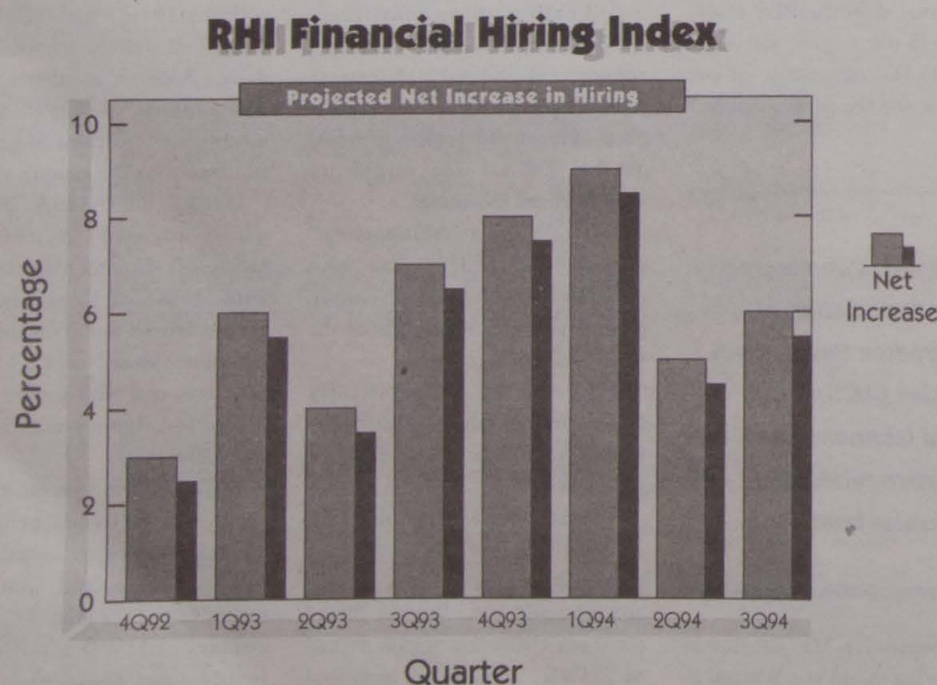
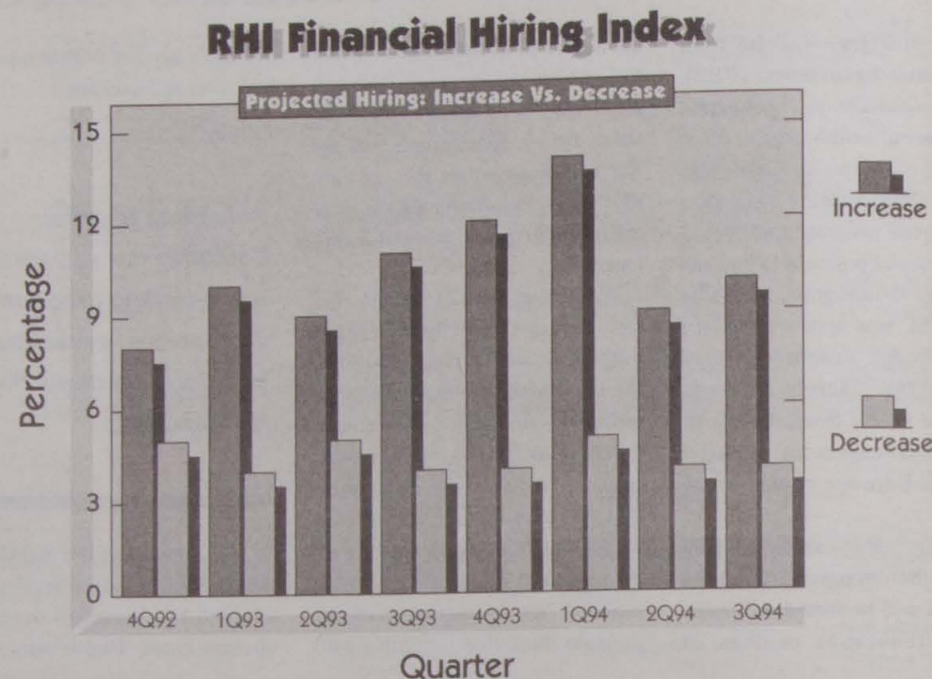
Five percent more small firms plan to increase hiring compared to those projecting decreases. For mid-sized firms, 7 percent more have such plans, and for large firms, the net is 11 percent.

Accounting and Financial Hiring—by Industry

Professional and business services firms projected the highest growth for the third quarter. Seventeen percent of respondents within this industry expect to increase their accounting and finance staff, while less than 1 percent report plans to cut staff.

"Growth in this sector is a clear indicator of the overall health of the economy," said Messmer. "Confidence in the recovery has resulted in a strengthened consumer confidence and increased demand for professional services. Businesses are gearing up to meet these demands by hiring new employees."

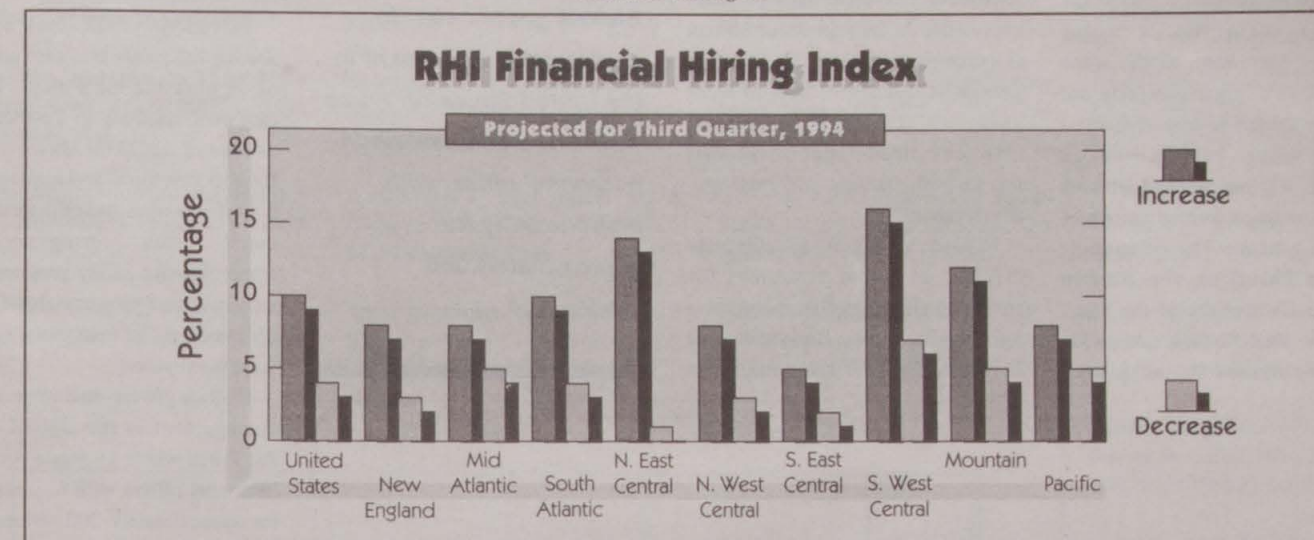
Accounting and Financial Hiring—by Region—The East North Central region of the country, which includes Ohio, Indiana,



Please See Page 29

CFOs PREDICT SLIGHT INCREASE IN THIRD QUARTER FINANCIAL HIRING

Continued From Page 28



Illinois, Michigan and Wisconsin, projected the strongest growth in hiring. Twelve percent of CFOs in these states expect increases in accounting and finance personnel.

"At least part of the success in this region can be attributed to the rebound in auto manufacturing,"

said Messmer. "Many companies in this part of the country have direct and indirect ties to the automobile industry."

Economic recovery in the state of California, which has had a difficult time coming out of the recession, appears to be well under way. Ten

percent of the CFOs surveyed there said they plan to hire accounting and finance personnel in the third quarter. Only 2 percent of respondents projected staffing decreases. Last quarter, California businesses projected no net increase in staffing activity. ▲

Robert Half International Inc. was founded in 1948. The New York Stock Exchange traded firm has two major financial staffing divisions — for temporary employment, Accountemps; and for permanent employment, Robert Half. The company has more than 160 offices in the United States, Canada and Europe.

SNYDER LANGSTON BEGINS CONSTRUCTION ON 760,000-SQUARE-FOOT TOYOTA PARTS CENTER

Continued From Page 3

during the construction process.

"The new facility not only marks California's economic comeback in terms of permanent jobs once the building is completed but also represents another example of the turnaround in today's construction market," said Jones. "Snyder Langston is excited to be in on the ground floor of such a significant project, and we're looking forward to the challenges of building Toyota's largest parts center in the world."

The Parts Center, once completed, will be the equivalent of a four-story building and roughly equal to the size of 17 football fields. More than 750 tons of reinforcing steel and 700 tons of structural steel will be used on the concrete facility. Using tilt-up construction, the center will have a

steel roof deck and bar joists, and will feature eight 55-foot towers around the perimeter and an aluminum-clad colonnade area with "necklace lighting" for added architectural interest.

Snyder Langston will also be using "Type K" concrete with Trap Rock Hardener for the facility's floor, minimizing the need for expansion joints and maximizing cleanliness and light reflectivity.

Along with mechanical, electrical and plumbing systems, Snyder Langston will install an Early Suppression Fast Response (ESFR) sprinkler system. According to Jones, unlike most systems which only contain a fire, the ESFR system is designed to immediately extinguish it. To accommodate the system as well as to serve as an additional fire water source, a

300,000-gallon on-site water tower is also being constructed.

The Toyota Parts Center project, built in one phase of construction, is expected to be completed by mid-August of 1995 and will be in full operation by the fall of 1996. TMS will be hiring some 400 employees, with a total annual payroll of \$14 million, to staff the facility that will become the main distribution point for North America for Toyota and Lexus service and replacement parts.

According to Toyota executives, this major transfer of responsibility from Japan to the United States will help the company increase purchasing of parts and materials from U.S. suppliers and will shorten the lead time for parts distribution to better serve Toyota's customers. The new Parts Center will have an inventory valued at \$75 million, and

more than 30,000 line item orders will be processed from the center each day.

Moffatt, Nichol & Bonney, Inc., of Portland, Oregon, is serving as the architect of record and structural engineer for the project. Elkus Manfredi of Boston, Massachusetts, is the master planning/design architect. The electrical engineer is Morgan Electric of Louisville, Kentucky, and the mechanical engineer is Thomas Gilbertson of Moraga, California. Ontario-based Williamson & Schmid is the civil engineer, and Irvine-based EDAA is the landscape architectural firm. ▲

Snyder Langston provides process management, consulting and contracting services to public and private clients and has offices in Irvine, Los Angeles, San Diego, Riverside, and Oxnard.

Human Resource Consulting for the Small Business

For small businesses, small human resource problems can seem like a major dilemma. They have all the same questions as a larger company but lack the resources to answer them.

That's where Paul E. Blalock comes in. He has opened Blalock and Associates, a human resources consulting firm. The company's motto is "Meeting the Human Resource Challenges of the 90s," and that's what Blalock can do for small businesses in the Inland

Empire.

Blalock has more than 18 years experience in all aspects of human resource management. He is both a generalist and a specialist in areas such as EEO/AA, workers' compensation, labor relations, recruitment, training and employee development.

Blalock is currently the corporate director of human resources for Gate City Beverage Distributors and Subsidiaries in San Bernardino. He is responsible for the company's

Blalock got his start in personnel management in the United States Air Force where he was a squadron personnel officer with responsibility for approximately 300 airmen.

two locations along with four other subsidiaries.

Included in Blalock's past accomplishments is a restructuring of an organization's major health care plan, resulting in a bottom-line savings of \$243,000 after one year. He also developed and implemented a performance-based bonus and merit pay program, a comprehensive safety program, and a recruitment program that further diversified the company's work force population.

Blalock got his start in personnel management in the United States Air Force where he was a squadron personnel officer with responsibility for approximately 300 airmen. He went on to get a master's degree in public administration, personnel management from Atlanta University in 1981.

Through Blalock and Associates he hopes to bring his human resources skills, leadership and communications ability to small businesses, affording them something that before was out of their reach: an experienced, hands-on human resources professional.

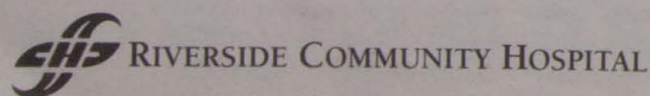
Since that time, Blalock has continuously worked in the human resources field. He is a member of the Personnel Industrial Relations Association and the Society for Human Resource Management. Through Blalock and Associates he hopes to bring his human resources skills, leadership and communications ability to small businesses, affording them something that before was out of their reach: an experienced, hands-on human resources professional. His knowledge and contacts in the Inland Empire, Orange County and Los Angeles area make him a valuable asset.

For more information, contact Blalock and Associates at (909) 318-2607. ▲

BEFORE YOU CHOOSE
A HEALTH PLAN,
MAKE SURE IT HAS THIS
ESSENTIAL STRUCTURE.

If your health plan doesn't include Riverside Community Hospital, then you won't have access to the most comprehensive health care services in western Riverside county. For example, our HeartCare Center with its Cardiac Catheterization Laboratories. And our Family BIRTHplace with its Neonatal Intensive Care Unit for newborns who require special medical care.

Before you enroll in a health plan, make sure it includes Riverside Community Hospital. It's absolutely essential.



909 • 788 • 3530

Someone Close To You Cares.

Inland Empire Business Chronicle

New Business Listings

Jim Bartshes Wooden Treasures
3191 Hillside Ave., Norco, CA
91760 2/21/1994 James Bartshes

Mulbury Enterprises 1839 State
Coach, Norco, CA 91760 2/17/1994
Jack Mulholland

Napa West Auto Sales 1494 Hamner
St., Norco, CA 91760 2/14/1994
Raymond Shafie

Norco Nails 1825 Hamner Ave.,
Norco, CA 91760 2/16/1994 Garry
Ngo

Pablo 4021 Mount Verde, Norco,
CA 91760 2/09/1994 Pablo
Rodriguez

Snowfox 1635 California Ave.,
Norco, CA 91760 2/10/1994 Tiffany
Griebenow

Sportsman's Emporium 2055
Hamner Ave., Norco, CA 91760
2/02/1994 James Porter

Tikal Mexican Restaurant 1670
Hamner Ave. #4/5, Norco, CA
91760 2/02/1994 Roberto Rivas

Ultimate Controlled Systems 3033
Second St., Norco, CA 91760
2/07/1994 Theodore Leahy

Affordable Concrete 21885 Camille
Drive, Nuevo CA 92567 2/04/1994
Christie Knott

Cal Nev Ari Underground 33440
Stage Coach Road, Nuevo, CA
92567 2/15/1994 Karen Kindred

Estimate Express of So. Cal. 31015
E. Lakeview Ave., Nuevo, CA
92567 2/17/1994 James Hooker

Video Teacher, The 20660 Bell St.,
Nuevo CA 92567 2/18/1994
Michael Clarke

Angelton's Sound, Stage & Lighting
6328 Joshua Road, Oak Hills, CA
92371 2/10/1994 Angela Shaw

High Desert Distributors 10644
Columbine Road, Oak Hills, CA
92371 1/26/1994 George Snider

Jergensens Construction 9320 Daisy
Road, Oak Hills, CA 92371
1/31/1994 Todd Jergensen

Milley Engineering Co. 10227
Jenny St., Oak Hills, CA 92371
2/16/1994 Herbert Milley

Romero Suzuki 1307 Kettering
Loop, Ontario, CA 91761 2/02/1994
Romero Motors Corp.

10k Consultants 605 W. 'D' Street
#C, Ontario, CA 91762 2/09/1994
Robert Rey

1st Choice Sporting Goods 744 E.
Holt Blvd., Ontario, CA 91761
2/14/1994 Arnoldo Gomez

A & Al Auto Body Repair 220 S.
Vine Ave., Ontario, CA 91762
2/21/1994 Alfonso Alfaro

Ace 1439 S. Cucamonga Ave.,
Ontario, CA 91761 2/07/1994
Matrix Paper Products Int.

Action + Construction 743 N.
Amador Ave., Ontario CA 91764
1/31/1994 Mike Rahmani

All American Janitorial Service
2231 South Fern #B, Ontario, CA
91762 2/01/1994 John Heyen

American Discount Tires 1113 W.
Holt Ave. #B, Ontario, CA 91761
1/31/1994 Gerald King

Apalategui Construction 2224 S.
Monterey Place, Ontario, CA 91761
2/04/1994 James Kingston

Areemas Auto Sales 11195 Central
Ave., Ontario, CA 91762 2/17/1994
Nabeel Assil

Arthur Family Child Care 2131
Redwood, Ontario, CA, 91762
2/10/1994 Diana Arthur

B & E Tire 1005 W. Holt Blvd.,
Ontario, CA 91762 2/21/1994
Robert Volm ▲



How to Get More Office For Less Money?

What you really need is a great place to conduct your business. To meet and entertain your clients. Have your phone answered and messages taken by a real person. Receive your mail and make your telephone calls. Send and receive your faxes, deliveries, and have someone reliable locate you when you're needed.

In other words, a home base when you need it, or a place that takes care of you when you're away on business. A prestige address to reflect your company's image.

What you don't need is a big, fixed, overhead. You pay for only what you need.

We realize that your needs can change. We're flexible. We offer several plans ranging from basic telephone and mailing service, to completely staffed private office.

Safari Executive Offices were created to offer busy executives and professionals an environment conducive to business. It is an ideal setting for someone who need plush, professional environment, available 24-hours, seven days a week. Located next to Ontario International Airport, across the street from Hilton Hotel.

Services provided by Safari Executive Offices include:

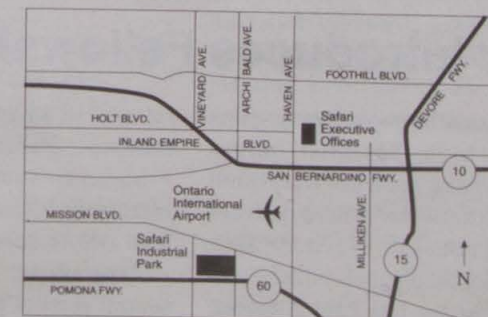
- 46 Furnished ground floor offices, with views. Attractive lounge and court yard
- 2 Conference rooms with bars, large screen TV's, overhead projectors and audio visual equipment
- Complete secretarial services, telephone, voice

mail, fax, and copier

- Word processing and printing
- Free parking
- Delivery services, UPS, Federal Express, etc.
- Concierge for travel and entertainment arrangements

To learn more about our facilities and services, please come over and discuss your business needs. We'll be glad to show you around, and explain the various services and options available at Safari Executive Offices.

When you see what we have to offer, you'll understand why it makes good business sense to have your office here.



SAFARI EXECUTIVE OFFICES
3535 Inland Empire Blvd.,
Ontario, California 91764
Telephone (909) 941-0333
FAX (909) 941-2547

CAL POLY NAMES OUTSTANDING PROFESSOR

Dr. P. Rama Ramalingam, professor of operations management, has been named Outstanding University Professor at California State Polytechnic University, Pomona for 1993-94.

Ramalingam teaches both undergraduate and graduate business management courses. A committee that has reviewed his contributions to the university and to education determined that he was "outstanding in every dimension possible for a faculty member." The review characterized Ramalingam as "an excellent teacher, a productive

scholar, and uniquely active in serving his department, college, university and community."

Ramalingam came to Cal Poly Pomona in 1970 and served 11 years as a professor of industrial engineering before becoming a professor of operations management 12 years ago. His professional experience includes working for several organizations in Canada, Germany, and Japan. He holds a B.E. from the University of Madras and both his M.S. and Ph.D. from Oregon State University. Certified by the American Production and Inventory Control Society

(APICS) as a professional in production and inventory management, he is a registered professional engineer in industrial engineering.

Among the books Ramalingam has authored are *Total Quality Management*, *World-Class Supplier Partnerships*, *Management Science*, and *Systems Analysis for Management Decisions*. Also, he has authored more than 80 articles in engineering and management. Ramalingam has implemented diverse quality and productivity programs in both manufacturing and service organizations. He has

presented papers at national and international conferences of APICS as well as at the Institute of Management Science.

Ramalingam is former president of the Inland Empire APICS chapter, and current division chair of the Western Decision Sciences Institute. He is a faculty advisor for the APICS student chapter at Cal Poly Pomona. Among the six outstanding educator awards Ramalingam has received are two industrial engineering teacher-of-the-year awards and four outstanding business administration professor awards. ▲

UCR Business School Graduates Honored

Six graduates of The A. Gary Anderson Graduate School of Management at the University of California, Riverside were honored at the First Annual Alumni Recognition Program scheduled by the business school.

Kay S. Cenicerros, a member of the Riverside County Board of Supervisors, received the Alumni Award for Outstanding Executive Achievement. Cenicerros earned her M.B.A. at UCR in 1979. She was the first woman elected to the Riverside County Board of Supervisors and the first woman to serve as its chair.

Vinod Lobo, who earned an

M.B.A. in 1991, was the recipient of the Alumni Award for Outstanding Early Career Achievement. Lobo is the president of his own firm, Conexus, Inc. of San Diego, which develops educational computer software carried in some 1,500 stores nationwide.

Craig Blunden, chairman and chief executive officer of Riverside-based Provident Savings Bank, received the Alumni Award for Extraordinary Service to the School. Blunden serves on the advisory council of the business school and is first president of its Alumni Association. He is a 1972

graduate of UCR's then-Graduate School of Administration.

Steve Sensenbach, a 1986 graduate of UCR's Executive Management Program and president of Vineyard National Bank, was the recipient of the Executive Education Alumni Award for Outstanding Executive Achievement. Sensenbach is a member of the advisory council of The A. Gary Anderson Graduate School of Management and served as a fellow in 1992-93.

Erik K. Anderson and Erin Anderson-Lastinger received the Executive Education Alumni Award for Extraordinary Service to the School. Anderson and

Anderson-Lastinger, children of the late A. Gary Anderson, are members of the Board of Trustees of the A. Gary Anderson Family Foundation, which early this year made a \$5 million gift to the business school.

Anderson is a 1991 graduate of the Executive Management Program and Anderson-Lastinger is a 1993 graduate of UCR's Advanced Management Program.

The award program was established by The A. Gary Anderson Graduate School of Management to recognize the accomplishments of alumni from the school's M.B.A. and Executive Education programs. ▲

Drucker Introduces Fellowship Program

by Christy Newey

The Peter F. Drucker Graduate Management Center has announced a new fellowship program that will help make the school more cost-competitive with other graduate school programs.

Dean Sidney E. Harris said that the program "is designed to make the Drucker Center's MBA Program more cost-competitive with those supported by the

California taxpayer. We're going after high potential, high-performing students who could not otherwise afford private school tuition."

The new program is named in honor of the late Paul Albrecht, founder and academic visionary of the Drucker Center.

The fellowships will provide \$10,000 per academic year to full-time students and \$500 per unit to part-time students. The fellowships will reduce annual

tuition to \$6,800 per year and reduce per unit cost to \$255.

Students who are eligible to receive the fellowships must have high GMAT scores, very strong undergraduate records, and several years of progressive work experience. Anyone interested in applying for a fellowship may contact Michael Kraft, the MBA program director, for more details.

Students who graduated from the Drucker Graduate Man-

agement Center in 1993 averaged over \$50,700 in starting salary per year. This figure fits among the highest averages for business schools nationwide.

"The combination of our average starting salary and this new fellowship program should make the MBA program at the Drucker Center an extremely attractive investment for the student who is seeking a distinctive educational experience," said Harris. ▲

Advertising, Marketing and Public Relations

by Steve Holt
Stewart-Holt Advertising

Are We Having Fun Yet?

Wow, July 1. It hardly seems possible that the year 1994 is half over already. I feel it was just last week that I was putting the finishing touches on the January column...but we've all heard the old phrase, time flies when you're having fun. I don't know about the rest of you, but I don't think I've had time to decide whether I'm having fun while time flies.

The fact that this year is in fast-forward became even more evident to me at a recent board of directors meeting for the Inland Empire Ad Club. The discussion was about the upcoming 1994 Portfolio/ADDY awards, the competitive show for designers and agencies here in the Inland Empire. The judging for the show takes place in early September, which sounded a long way off until I looked at my calendar—it's only nine weeks away. So if you're thinking about entering something in this classic fall show (this is the 14th annual), you had better put your thoughts into actions soon. Joe Ammirato of Designs for Business has let it be known that the call for entries will be out very soon. If you want to make sure you are on that list, give him a call at (909) 626-4472.

And the Envelope Please...

In another competition, held on the national level, television commercials produced for use on local or regional broadcast, or cablecast, were judged recently with two local companies winning awards for excellence in production. Sandpiper Productions and Stewart-Holt Advertising were both recipients of the prestigious TELLY awards for work produced for local firms.

Sandpiper received its TELLY for a commercial produced for a Moreno Valley chiropractor, while Stewart-Holt received two TELLY awards for television spots produced for Pomona First Federal Savings & Loan.

The TELLYs are a national

competition which attracts entries from advertising agencies throughout the United States. This year there were over 7,000 entries judged, with only 15 percent receiving recognition.

And Speaking About Printing...

Carl Frank, a partner in Brooks & Frank Technical Production Associates, in conjunction with Faust Printing and The Inland Empire AD Club, will be conducting a seven-week long technical workshop beginning on June 29. Entitled "Secrets of Print Production Revealed," the workshop will be held at Faust Printing from 6:30 to 9:30 p.m. on Wednesday evenings.

This workshop provides participants with the skills necessary to quickly and predictably make prepress, paper, ink, printing, bindery and vendor selections that are practical, competent, appealing and economical. Participants will gain skill and knowledge through lectures, question and answer sessions, and small group discussions. Designed to serve as both an introduction for newcomers and an update for veterans, the emphasis is on practical information and its application on a real working environment.

Enrollment is limited to 15 participants at a cost of \$250 for IEAC members and \$300 for non-members for all seven sessions. For information or reservations, contact Carl Frank at (714) 991-3645.

Cultural Diversity Resource Guide Available

By the year 2000, 31 percent of all Americans will be of Hispanic, Asian or African-American descent. In keeping with this wave of change, the American Advertising Federation will soon release "Bringing Cultural Diversity to the Advertising Industry: A Practical Industry-Wide Resource Guide," a resource book of ideas for diversity programs in the workplace.

Readers will find this book

packed with easy-to-use information, including three ready-to-implement programs highlighting internships, mentor/training and an advertising competition aimed at minority high school students. The book also lists an extensive array of organizations, videotapes, books and diversity training information useful to advertising professionals on either the agency or corporate side of the industry.

Sponsored by the Coors Brewing Company and offered through the AAF nonprofit subsidiary, this first-of-its-kind resource book is a must for all advertising professionals interested in keeping up with the changing face of advertising. And at less than \$30, it's a real bargain. For more information, contact Mary Ellen Woolley at (800) 999-2231.

Dots On Paper: Lots and Lots of Dots

If you break the printing process down to its simplest form, ink dots on paper create images and, theoretically, the more dots per square inch, the better the image resolution. Known commonly as line screen, the typical four-color process printing is done at 175-line screen, which delivers 122,500 dots per square inch.

Faust Printing of Rancho Cucamonga, fast becoming known for its work in high resolution printing, has successfully completed print testing of a 900-line screen process with outstanding results.

To put this into perspective (no pun intended), 900-line screen delivers 3,240,000 dots per square inch! That's the highest resolution printing ever, nearly 26 times normal printing resolution. Faust teamed with several industry leaders in the film, scanner, plate and ink segments to accomplish what was previously thought to be nearly impossible. Congratulations to all.

New Faces in Several Places

The board of directors of the Inland Empire Ad Club has added a couple of new

faces. Victoria Seitz of Cal State San Bernardino has accepted the role of collegiate relations chair and will be responsible for coordinating the efforts of the IEAC in the educational communities. Dr. Seitz, a professor of advertising at Cal State, has some excellent programs in the planning stages, including a coordinated intern program to match qualified student interns with local businesses.

Also on the IEAC board, Lupe Cervantes has accepted the position of program chair and will have responsibility for recruiting speakers for the IEAC luncheon programs and for coordinating the luncheons themselves. Lupe is now the print traffic coordinator for Inter Valley Health Plan, a position she recently accepted. She was previously with Advanced Business Graphics in Mira Loma.

At Stewart-Holt Advertising, there are several new additions. Chris Gomez has joined the agency as senior art director, a new position. Gomez was previously president of Christopher Design, a division of Columbia Lithograph in Sante Fe Springs. Anna Matulaitis is the agency's new art director, replacing Joni Richardson who moved out of the area in April. Matulaitis was formerly with Vecchio Design in Westport, Conn. In another new position, Karla Buie-Mantey has joined the agency as print buyer and will be responsible for all print and engraving management with outside suppliers. Buie-Mantey was previously with JS Press in Riverside.

Same Faces, New Places

Zerovnik & Company has moved to a new space at 1805 N. First Ave. in Upland, and their new phone number is (909) 931-2400. Greg Zerovnik, the company's president and the newly elected governor of AAF district 15, said the move was flawless, painless and all the boxes are already unpacked...right Greg, but congratulations on the new move just the same. ▲

Book Review

By Stan Rapp and Thomas L. Collins, *Beyond Maxmarketing: The New Power of Caring and Daring* (McGraw-Hill Inc, 1994) 319 pages

By Nilly Landau

We all hear a lot about the importance of staying in touch with the consumer and the value of listening to the marketplace. If you're not convinced yet, read this latest offering from advertising

consultants Stan Rapp and Thomas L. Collins. They're not just advocating listening to your marketplace, they're advocating talking to it. This time the reader is taken a step beyond, into the realm of involvement marketing, or what the authors call "total relationship commitment."

The theory part of this book is brief. Most of the argument is made by presenting 15 detailed cases of marketing success stories from around the globe. They're all different, but there is a running

theme: The companies making inroads in the 1990s have gone that extra step in creating a real relationship with their customers.

It is a fact that mass marketing is out of style. The sharp decline in advertising revenues at major media can no longer be blamed solely on the general recession. Instead of spending megabucks on broad-based ads and snappy commercials, the companies in this book spent their money on unconventional methods of getting their stories out and polishing their images.

Two important lessons emerge. First, this trend from mass marketing to database-driven

individualized involvement is happening worldwide. Second, to ignore it can be dangerous, as IBM found out in the case of the Dell computer. The conclusion is hard to ignore: If you don't give your customer the red-carpet treatment, be prepared to have the rug pulled out from under you.

John Naisbitt, *Global Paradox: The Bigger the World Economy, the More Powerful its Smallest Players* (William Morrow & Co., 1994) 304 pages

By Jennifer Cinguina

John Naisbitt has a message for AT&T, IBM, GE and the like: "Their mindset that in a huge global economy the multinationals would dominate world business couldn't have been more wrong." This premise of *Global Paradox* is based on Mr. Naisbitt's observation that the world economy is growing at an unheralded rate, even as large organizations in business and government falter.

On the government front, he points to the replacement of the former Soviet Union by 15 independent countries struggling to exert themselves. Looking farther west, he suggests that the dream of unity personified by the European Union is succumbing to the pressures of unique cultures, languages and national identities.

"Countries," he argues, "work best...if divided up into autonomous small units." As with countries, so with companies in an increasingly global world. Blessed with entrepreneurship and a taste for innovation and flexibility, smaller companies account for an increasing share of the marketplace.

Perhaps the most striking change Mr. Naisbitt sees is the evolution of a universal code of conduct, placing more responsibility on the individual for the organization's performance. He believes people will labor for "virtual" companies with flexible and ever-changing workforces rather than traditional giant institutions organized upon military-like chains of command.

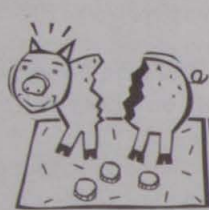
Chock-full of illustrative stories and examples, *Global Paradox* engulfs the reader most of the time. Who cannot be seduced by the promise of a future with "opportunities for each of us as individuals...far greater than at any time in human history?" ▲

Smart SolutionsSM

NUMBER 22-EXPRESS MAIL



Person has to deliver 50 hats by tomorrow.



Doesn't have much money.



Goes to Post Office.



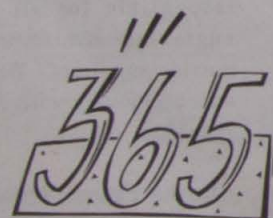
Finds out Express Mail® is a very smart solution.



Doesn't cost much.



Guarantees overnight delivery.*



365 days a year.



Person is delighted.



Makes bad pun about taking hat off to Postal Service.

For an Express Mail starter kit, call 1-800-THE-USPS, ext. 781.
*Some restrictions apply. Check your Post Office for details.

We Deliver^{Overnight} For You.

UNITED STATES POSTAL SERVICESM

©1994 USPS

1994 BOOK OF LISTS

NOW ON DISK



Data and Software:

TopList is the software version of the 1994 Book of Lists. TopList allows you to write letters, print labels, print follow-up reports and sort data. It will put you in touch with top executives in minutes.

Data Includes:

List name, rank, key contact & title, complete address, telephone number, a field to add fax number, gender title (Mr. or Ms.), and reason for ranking (i.e. revenue, number of employees, etc.). These fields are all included if they appear in The Book.

Formats Available:

TopList is available for IBM/PC or Macintosh computers. The self-installing TopList software includes an unlimited single-user license and entitles registered users to technical support.

Top List Allows You To:

- ✓ Write a letter to merge with TopList data.
 - ✓ Insert any salutation into the letter, Good Morning, Dear, etc.
 - ✓ Print labels one or two across on a dot matrix printer, or two across on a laser printer.
 - ✓ Preview labels, letters, and reports on the screen before printing (DOS only).
 - ✓ Create a text file of any or all of the data. Great for exporting data into your favorite database or word processor.
 - ✓ Print a report that includes all data fields.
 - ✓ Load and use over 40 additional "Book of Lists" from across the country.
 - ✓ Plus more!
- Also Available:**
- ✓ Data in ACT! and 1st ACT! ready formats.
 - ✓ TopList mail merge macro for Microsoft Word for Windows (available for use with TopList DOS only, add \$15.00).

To Order: (909) 391-1015
or Fax: (909) 391-3160

INLAND EMPIRE business journal

"No one covers the Inland Empire business like The Business Journal"

Name: _____
Company: _____
Address: _____
City/State/Zip: _____
Phone: _____
Payment: Check MasterCard Visa American Express
Credit Card #: _____ Exp: _____
Program Format: TopList DOS TopList Macintosh TopList @ \$99.00
ACT! DOS ACT! Windows ACT! Macintosh TopList Word Macro @ \$15.00
Disk Size (DOS Only): 3.5" 5.25" Add sales tax @ 8.5%
Add shipping and handling of \$3.50
Overnight delivery add additional \$5.75
Total _____

Mail to: Inland Empire Business Journal
305 Sacramento Place
Ontario, CA 91764

© 1994 Marketing Solutions, Ltd. For pre-purchase technical questions call 1-800-347-9267. Price and availability are subject to change.
All other brand or product names mentioned are trademarks or registered trademarks of their respective holders.

Inland Empire's Largest Employers

(Ranked by Number of Inland Empire Employees)

Company Name Address City, State, Zip	# Employees (IE) # Employees (Nationwide) Yr. Est. IE	Nature of Business	Employee Services • Van or Carpool • Health Club on Site • Daycare on Site	Marketing Contact Title	Top Local Executive Title Phone/Fax
29. Marriott's Desert Springs Resort & Spa 74855 Country Club Drive Palm Desert, CA 92260	1,600 N/A 1987	Resort Hotel & Spa	No Yes No	Jim Lopez Director of Marketing	Dave Rolston General Manager (619) 341-2211/341-1872
30. Riverside General Hospital 9851 Magnolia Riverside, CA 92503	1,600 1,600 1893	Public Health Care	Yes No No	Delores Tobin Public Relations Director	Kenneth B. Cohen Health Services Agency Director (909) 358-5030/358-4529
31. St. Bernardine Medical Center 2101 North Waterman Avenue San Bernardino, CA 92404	1,529 20,000 1931	Health Care	Yes Yes No	Leslie Roundy Public Relations Specialist	Gregory A. Adams Administrator/CEO (909) 881-4300/881-4546
32. California Institute for Men P.O. Box 128 Chino, CA 91710	1,515 N/A 1941	State Prison	No No No	Public Info. Officer	Larry Witek Warden (909) 597-1821/393-8699
33. San Antonio Community Hospital 999 San Bernardino Road Upland, CA 91786	1,500 N/A 1907	Acute Care Hospital	Yes No No	Jim Anderson Director of Marketing	Ronald L. Sackett President (909) 920-4810/982-2951
34. Desert Sands Unified School District 82-879 Highway 111 Indio, CA 92201	1,444 N/A 1965	Education	No No No	Suzanne Smith Director of Purchasing	Dolores Ballesteros, Ph.D. Superintendent (619) 775-3500/775-3541
35. Redlands Unified School District 20 W. Lagonia Redlands, CA 92374	1,420 N/A n/a	Education	No No No	Marilyn Lake Admin. Secretary	Dr. Ronald Franklin Superintendent (909) 793-2301/798-1621
36. U.S. Postal Service Proc. & Dist. Ctr. 1900 West Redlands Blvd. San Bernardino, CA 92403-9997	1,350 700,000 1853	Mailing Service	Yes No No	Julie Robledo Plant Mgr. Secy	Bob Williamson Plant Manager (909) 335-4300
37. Jerry L. Pettis Mem. Vets. Med. Ctr. 11201 Benton Street Loma Linda, CA 92357	1,281 n/a 1977	Health Care	Yes No No	Robert L. Ford Chief, Acquisition & Mtrl. Management Service	Dean R. Stordahl Medical Center Director (909) 825-7084/422-3106
38. San Bernardino Community Hospital 1805 Medical Center Drive San Bernardino, CA 92411	1,267 N/A 1908	Acute Care Hospital	No No No	Clifford Daniels Vice President	C.E. Kraus Administrator/CEO (909) 887-6333/887-6468
39. The Press-Enterprise 3512 Fourteenth Street Riverside, CA 92501	1,216 N/A 1878	Daily Newspaper	Yes No No	John Hays Executive Vice President	Howard H. Hays, Jr. Chairman (909) 684-1200/782-7572
40. Alvord Unified School District 10365 Keller Riverside, CA 92505	1,200 N/A 1896	Education	Yes No No	N/A	Dr. Barbara Poling Superintendent (909) 351-9325/351-9386
41. City of San Bernardino 300 North "D" Street San Bernardino, CA 92418	1,200 N/A 1854	Municipal Entity	Yes No No	Shauna Clark City Administrator	Tom Minor Mayor (909) 384-5122/384-5461
42. Hesperia Unified School District 9144 3rd Ave. Hesperia, CA 92345	1,175 N/A 1987	School	No No No	N/A	Dr. John Reed Superintendent (619) 244-9323/244-2806
43. Rohr Industries, Inc. 8200 Arlington Ave. Riverside, CA 92503-1499	1,170 5,087 1940	Nacelle Components and Pylons	Yes No No	Dave Watson VP, Market Development	Greg Peters General Manager, Riverside (909) 351-5400/351-5556
44. Parkview Comm. Hosp. Med. Ctr. 3865 Jackson Street Riverside, CA 92503	1,100 N/A 1958	Acute Care Hospital	Yes No No	Marge Murphy Director of Marketing	Kenneth L. Willes President/CEO (909) 352-5400/352-5363
45. Riverside Community Hospital 4445 Magnolia Ave. Riverside, CA 92501	1,100 N/A 1901	Hospital	Yes No No	Ann Matich Marketing, P.R. Specialist	Nancy J. Bitting President/CEO (909) 788-3000/788-3201
46. Riverside County Office of Education 3939 Thirteenth St., P.O. Box 868 Riverside, CA 92502	1,068 N/A 1893	Education	No No No	Personnel Hotline (909) 369-6494	Dr. Dale S. Holmes Riv. Co. Schools Superintendent (909) 788-6666/682-5642
47. California State Univ. San Bernardino 5500 University Pkwy. San Bernardino, CA 92407-2397	855 N/A 1960	Higher Education	Yes Yes Yes	Cynthia Pringle Dir., Public Affairs	Anthony H. Evans, Ph. D. President (909) 880-5002/880-5901
48. Riverside Medical Clinic 3660 Arlington Ave. Riverside, CA 92506	675 675 1935	Medical Clinic	Yes No No	Steven R. Schaerrer Vice President, Operations	Paul F. Westover President/CEO (909) 782-3737/782-3834
49. California Institution for Women P.O. Box 6000 Corona, CA 91718	570 N/A 1952	State Prison	Yes No No	Lieutenant Hilar Public Affairs Officer	Susan Poole Warden (909) 597-1771/393-8061
50. San Bernardino Valley College 701 South Mt. Vernon Ave. San Bernardino, CA 92410	550 N/A 1926	Community College	Yes Yes Yes	Mary Sanchez Public Information Officer	Dr. Donald L. Singer President (909) 888-6511/889-6849
51. G.E. Engine Services/West Coast Ops. 1923 East Avion St. Ontario, CA 91761	525 160,000 1956	Aircraft Engine Overhaul	Yes Yes No	George Ferraro MNI/44 Bus. Ops.	Gary Romohr General Manager (909) 391-5302/391-5432
52. Atchison, Topeka and Santa Fe Railway 740 East Carnegie Dr. San Bernardino, CA 92408	500 14,000 1868	Railroad Transportation	Yes No No	Rick DeSambad Marketing Manager	W. F. McGinn Regional Mgr., Operations (909) 386-4110/386-4084
53. TRW Redi Property Data 3610 Central Ave., #400 Riverside, CA 92506	250 1,200 1972	Real Estate Info. Services	Yes No No	George Livermore Regional Vice President	Edwin P. Setzer President/Gen. Mgr. (909) 369-5663/788-6467
54. Southwest Portland Cement 16888 North "E" St. Apple Valley, Ca 92392	225 N/A n/a	Cement Manufacturing	No No No	Lynn Morelli Human Resources Secretary	Michael Yannone Plant Manager (619) 245-1681/245-0191
55. Lockheed Commercial Aircraft Ctr., Inc. P.O. Box 4156 San Bernardino, CA 92409-0156	40 40 1990	Aircraft Maintenance	Yes No No	Fred Maurstad V.P., Business Development	R. F. Crail President (909) 386-1200/386-1203
56. Yellow Freight Systems 2951 Lenwood Ave. Barstow, CA 92311	WND n/a 1930	Freight	No No No	Rex Sommerville Personnel Supervisor	George Powell III CEO (619) 253-2937

N/A = Not Applicable WND = Would Not Disclose n/a = not available The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, 305 Sacramento Place, Ontario, CA 91764. Researched by Jerry Strauss Copyright 1994 Inland Empire Business Journal.

AQMD SPONSORS NON-TOXIC MEDICAL WASTE DISPOSAL PROJECT

Medical waste will be subjected to a 21,000-degree plasma torch and converted to non-toxic glass and energy-rich hydrogen under a proposed Kaiser Permanente project supported by the South Coast Air Quality Management District (AQMD).

AQMD's governing board approved a \$250,000 contract from the agency's technology advancement office to help fund the \$4 million project at the Kaiser Permanente Medical Center in San Diego. Kaiser officials hope to start building the plasma torch facility after it has received final environmental reviews.

While plasma torch technology has been used in a variety of industrial settings for more than 30 years, this will be its first application in the world to treat medical waste, Kaiser officials said.

A plasma torch creates intense temperatures by heating gases with electricity in the absence of oxygen. Unlike incineration, a plasma torch does not burn waste and does not create any ash.

Instead, it pyrolyzes waste by breaking apart molecules, chemically changing them and reforming them into glass and clean, hydrogen-rich gas.

Medical waste includes syringes, scalpels, blood, body parts and other wastes. State and federal environmental laws require that the wastes be treated to destroy pathogens. Residual wastes and incinerator ash must be disposed of in specialized landfills.

"Traditional incineration of medical waste produces a variety of toxic air contaminants, including dioxins and heavy metals," said Alan Lloyd, AQMD's chief scientist. Increasingly stringent state, federal and local air quality regulations have forced the shutdown of many waste incinerators, including one at Kaiser's San Diego site.

"This process doesn't create any toxic emissions, and all of its byproducts can be recycled," Lloyd said.

Hydrogen created from pyrolysis can be used as an extremely clean-burning fuel or to power fuel cells, which produce only pure water and heat as byproducts. Kaiser plans to investigate whether hydrogen generated by their facility could be used in a molten-carbonate fuel cell to make electricity for the medical

center.

"In order to clean up both the nation's worst smog here in Southern California and to avoid global climate changes, we're going to need hydrogen fuel to power everything from stationary engines to vehicles," Lloyd said. "Pyrolysis appears to be one promising source."

The other byproduct of pyrolyzed medical waste — glass slag — can be recycled into composition roofing or concrete aggregate for building roads. The slag, which

looks like black onyx, could even be used for decorative materials, such as architectural tiles and fountains.

Kaiser's 500-kilowatt plasma torch would process 1,000 pounds of waste an hour — during nighttime hours, when electricity is cheaper — and could handle all medical waste generated at the San Diego facility.

The torch, designed by Mason & Hangar National Inc. of Huntsville, Alabama, would cut each ton of waste in volume 200 times to 100 to 160 pounds of glass slag.

Kaiser plans to contribute more than \$2 million to the project. Remaining funding is expected to come from Southern California Edison, San Diego Gas and Electric, Los Angeles Department of Water and Power, and the Electric Power Research Institute.

If the project is successful, Kaiser and other medical facilities could implement the technology in the Southland, removing hundreds of pounds of toxic air pollution and providing a valuable source of hydrogen fuel. ▲

The Inland Empire Business Journal

FAX POLL

How do you think the proposed Pomona card clubs would affect you? _____

If you were on the Pomona City Council, what would you do?

☐ Approve their licenses

☐ Order further studies

☐ Turn down their licenses

☐ Refer to the voters in November

According to the proposed contracts, 10% of club revenues go to the city of Pomona. If you could earmark that income for particular services, which would you select and what percentage would you apply to each?

_____ Clean streets

_____ Cops walking the beat

_____ Drug treatment facilities

_____ Smooth streets and bridge repair

_____ Health services

_____ School and youth programs

_____ Crime prevention programs

_____ Other _____

Are you for or against the card clubs and why? _____

What is your city of residence? _____

business? _____

Please return to:

Inland Empire Business Journal
305 Sacramento Place, Ontario, CA 91764

Fax#: (909) 391-3160

Attn: Edie Boudreau

"Ask the California Venture Forum" addresses questions of interest to business owners and entrepreneurs and is a project of faculty from California State Polytechnic University, local business leaders, and the Inland Empire Business Journal. Responses are prepared by Forum members. The California Venture Forum showcases entrepreneurs and businesses every other month in an effort to help them obtain financing. If you are interested in becoming a presenter or would like more information about the California Venture Forum, contact John Tulac at: (909) 860-5852.

This month's column is by Dina Lane.

Ask The California Venture Forum

(Editor's Note: Our June "Entrepreneur's Corner" was devoted to assisting owners of small businesses in creating a business plan. This column expands on that subject and provides valuable sources and consulting services.)

There is universal agreement that our economic recovery and new job creation opportunities will come from the development of small businesses. Unfortunately, there is a high failure rate with start-up businesses and new companies. In fact, the failure rate is alarming—approximately 80 percent of start-up/new businesses fail within the first three years. The reasons for these failures vary, but the most common is a poorly developed business plan or actual lack of one. This article will deal with the "why" and "how" to develop a business plan, as well as a defining description of one. We will also include resources available to assist you in developing a business plan.

Why is a Business Plan Important?

One of the most important reasons for developing a business plan is that it will help you organize your thoughts, research the market-place and improve your chances for success. It forces you to take a critical, objective look at your business. It will also provide you with a valuable tool to manage your company and communicate your business concept to others. One of the more practical reasons for developing a business plan is that it will become the single most important document you will need to acquire new financing or expansion capital.

What is a Business Plan?

A business plan is a well-thought-out written description of "who" your company is, what your company sells, and how your company will operate. It clearly addresses the unique characteristics of your particular venture, highlights your management capabilities, describes your marketing plan, explains your financial situation needs, and describes your competitive edge. Simply stated, a business plan describes the company's past, present and future operation.

How is a Business Plan Developed?

There are various types, styles and sizes to a business plan. The most common components include an executive summary, product/service description, industry analysis, market strategy, strategic plan, description of the management team, and financial analysis. It is important to convey your company's competitive advantage in the marketplace, reasonable growth prospects, how goals will be achieved, key management, employees/advisors, capital investment needs and how funds will be used.

What Resources are Available?

The best advice is to develop the business plan yourself. At the very least, outline the main components of your company, research the market, develop financial projections and sketch out your vision of the company. Many people are not comfortable with converting their thoughts to paper and/or don't have the expertise to properly prepare a business plan. But don't despair. There is a multitude of resources available to you at no or very low cost. The following include several options and resources:

- California Venture Forum (CVF): The California Venture Forum is a non-profit group dedicated to assisting new and expanding companies in acquiring necessary

"Business Plans—A Tool for Success"

financing. As a part of its 1994 programs, CVF, in conjunction with its sponsors, will be offering a special program this summer to identify well-developed business plans and provide assistance in developing formal presentations before a panel of financing representatives, including venture capital investors, Small Business Investment Corp. representatives and other private/public financing representatives. For more information, call (714) 545-9200.

- Small Business Development Centers (SBDC): SBDCs are supported by state and local funds. The centers are designed to assist entrepreneurs and small business owners by providing in-depth, one-on-one business counseling, workshops and training seminars on basic business problems and solutions, including development of business plans, marketing strategies, accounting systems and so forth. For more information, call (916) 445-6546.

- Small Business Administration (SBA): SBA is federally funded to assist small businesses by providing financing, training and educational programs. One of these programs is a consulting service called the Service Corps of Retired Executives or SCORE. SCORE consultants offer one-on-one consulting on how to improve your

business, assistance with development of a business plan and so forth. For more information, call (800) 827-5722.

- Do-It-Yourself Software: If you have a PC at home or in the office, you may want to invest in a software package that will help you complete your business plan. Two examples are Success, Inc., and BisPlan Builder. They cost less than \$100 and provide you with pre-formatted text that allows you to fill in the specifics about your company. To find out more about available software, check with your local software or computer stores.

- How-to Guides: If you don't have a PC and would like to develop your business plan, check with your local library or book store for available books/guides. Another example is a start-up kit which includes a 56-page workbook on financing, insurance, various legal options, franchising, forecasting and so forth. The start-up kit is available through the Pacific Coast Regional Small Business Development Corporation (PCR), a private non-profit organization. For information on PCR services, call (213) 739-2999. ▲

For more information on other available programs, call Southern California Edison's Communications Center, toll-free (800) 3-EDISON.

ARE YOU THROWING MONEY AWAY?

- A DIRTY HVAC SYSTEM WASTES MONEY IN ENERGY COSTS. UP TO 48% LOST EFFICIENCY!!
- A DIRTY HVAC SYSTEM CAN COST YOU IN EMPLOYEE LOST MAN HOURS DUE TO ILLNESS.
- A DIRTY HVAC SYSTEM CAN BE A MAJOR LIABILITY IN WORKMAN COMPENSATION AND / OR ADA CLAIMS.

ENVIRx

CAN ASSIST YOU BY PROVIDING:

- ★ INDOOR AIR QUALITY ASSESSMENT SURVEYS
- ★ COMPLETE HVAC SYSTEM CLEANING
- ★ SUPERIOR AIR QUALITY MANAGEMENT PRODUCTS

FOR A CLEANER HEALTHIER ENVIRONMENT CALL:
(800) 850-3345

Management Leaders of the Year Honored by UCR Business School

Five local business leaders were honored recently at the annual Management Leader of the Year luncheon hosted by The A. Gary Anderson Graduate School of Management at the Mission Inn in Riverside.

Management leader awards were given to Raymond L. Crebs, chairman and CEO of Directors Mortgage Loan Corporation; John E. Holmes, Riverside's city manager; J. Andrew Schlange, general manager of the Eastern Municipal Water District in San Jacinto; Lois Ziegler O'Donnell, executive director of the San Bernardino-based Children's Fund; and Albert C. Mour, president and CEO of Eisenhower Medical Center. They were cited for accomplishments in the private, public and not-for-profit sectors.

Crebs, of Directors Mortgage Loan Corporation, headquartered in Riverside, received the Management Leader of the Year Award in the private sector.

Crebs has served several years on the Inland Empire Mortgage Bankers Association (IEMBA) as director, vice president and president.

He was installed as president of the California Mortgage Bankers Association (CMBA) in May 1994, and had chaired the Single Family Committee and co-chaired the Internal Management Committee. He is a frequent seminar speaker for CMBA as well as the Mortgage Bankers Association of America (MBA).

Crebs has taught marketing at Cal Poly Pomona and currently serves on both the Board of Governors and the State and Local Liaison Committee and the Board of Directors for The Children's Fund.

Voted Mortgage Banker of the Year by IEMBA for 1986 and 1988, Crebs is also a member of the Executive Committee and Young President's Organization and of the Sheriff's Department of San Bernardino County.

Holmes and Schlange were honored as the Management Leaders of the Year in the public sector.

Holmes has been city manager since September 1990, managing a municipality with an annual budget of \$398 million and 2,000 full-time

employees. Projects developed under his leadership include community policing, storefront police officers, an Urban Rescue Unit, police and fire staff and equipment enhancements, recreation programs targeted at high-risk youths and literacy training.

Holmes was city manager of Redlands from 1983 to 1990, where he began a downtown redevelopment program that expanded the city's park and restored the historic Smiley Library. He was also city manager of Casa Grande, Arizona from 1977 to 1983.

He is a graduate of Ohio Wesleyan University with a bachelor's degree in political science and has a master of government administration degree from the Wharton Graduate School, Fels Institute, University of Pennsylvania.

Schlange has managed the Eastern Municipal Water District (EMWD) in Riverside County since 1990. EMWD is the major water resource provider serving a rapidly growing population of 350,000 in a 539-square-mile area.

Schlange's experience in the water industry began in 1952, while first working for the U.S. Bureau of Reclamation.

He spent 10 years progressing through a number of engineering positions at EMWD, and later became deputy general manager at Chino Basin Municipal Water District (CBMWD). He became the general manager of CBMWD from 1970 to 1975, then operated his own water resources consulting firm.

In 1980, he was appointed general manager of the Santa Ana Watershed Project Authority (SAWPA), a joint powers agency of five water districts working to improve water quality in the Santa Ana River. Schlange stayed with SAWPA until he was recruited for the position of deputy general manager by EMWD in 1989, and later was promoted to his current position.

Two not-for-profit Management Leader of the Year Awards were given to O'Donnell of the San Bernardino-based Children's Fund, and Mour, of Eisenhower Medical Center.

Since 1991, O'Donnell has served as executive director of the Children's Fund, a nonprofit

public/private partnership serving at-risk children, from newborn to 18 years old.

A native of Wisconsin, O'Donnell moved around the country, settling in the Midwest where her interest turned to business. She owned and managed a motel, and later a multi-faceted retail establishment that included an in-house apple cider press, bakery, cheese and deli counter, and gift shop.

O'Donnell next worked as a public relations specialist, where she was a liaison between the dairy and supermarket industries in Michigan.

In 1979, her family moved to California and she was an administrator for a Montessori school in Redlands until she retired in 1991. She was subsequently selected to serve as executive director of the Children's Fund that same year.

Mour, of Rancho Mirage, has been president and CEO of the Eisenhower Medical Center since

September 1988. Since then, he has completely rebuilt the management structure, directed hospital renovation by building an orthopedic center, emergency department and birthing center, and increased assets by \$111 million and endowments from \$6 million to \$44 million.

Mour practiced law in California from 1959 to 1988. He began specializing in health care law in the 1960s, focusing on legal and business issues facing hospitals.

In 1972, Mour was one of the six founding partners of Weissberg and Aronson, one of the first U.S. firms to specialize in the health care field. He was chairman of the board from 1982 to 1987. By 1988, Weissberg and Aronson became the largest health care specialty firm in the nation with 90 attorneys and offices in four cities.

Before becoming president and CEO of Eisenhower Medical Center, he was outside general counsel for the hospital for 15 years. ▲

UNIVERSITY EXTENSION, UNIVERSITY OF CALIFORNIA, RIVERSIDE

UCR Extension is the continuing education branch of the University of California, Riverside. It provides access to a wealth of research, knowledge and talent through a wide variety of programs for people who wish to further their knowledge without becoming full-time students. Extension offers courses in the arts, education, computer sciences, engineering, environmental sciences, management and business. These courses take many forms, from the traditional university class to tailor-made professional training seminars at the work site.

Certificate programs are available in over 40 business and professional fields and are designed for people who want to acquire a thorough, practical background in a field without pursuing a full degree program. These are ideal for professionals who wish to develop a specialty within their current profession, or who seek to update their skills by learning the latest technology.

UCR Extension also works with individual businesses to plan and develop special courses that meet a specific need in the workplace, including cross-cultural and language training. On-site instruction has proven cost-effective and is convenient for employees. At no cost or obligation, Extension can discuss your organizational training needs.

Extension serves students of all ages. Among academic enrichment programs for youth is Expanding Horizons, a very popular summer program for grades 3-8 now in its tenth year. Extension cosponsors the Learning Is ForEver (L.I.F.E.) Society, comprised of retirement-age members, who plan their own educational activities and faculty lectures.

For more information or a free catalog, call (909) 787-3806 or toll-free (800) 442-4990, or write to Publications at University Extension, 1200 University Avenue, Riverside, CA 92507-4596.

Some people are born knowing it all.

Everyone else goes to UCR Extension.

- ▲ Business & Management Solutions
- ▲ Professional Development
- ▲ Environmental Compliance
- ▲ Cross-Cultural Training
- ▲ Personal Enrichment

at the UCR Extension Center or your workplace

Free catalog. (909) 787-3806

UNIVERSITY OF CALIFORNIA
RIVERSIDE

GTE SMARTPARK® SERVICES

voice, video and data technology. Like a redundant network,

If you're contemplating the aforementioned scenario,



fiber-optic SONET rings, digital switching and a

you just might be looking at knocking holes in

THE WORLD CLASS
NETWORK™

redundant network. (Didn't we say that already?)

your walls, installation delays, additional costs and, well,

In addition, the system is compatible with all industry-

it's really just too ugly to

get into. So we'll dispense

with the unpleasanties

and present a welcome

alternative: GTE SmartPark

Services. For starters, these

are prime locations. They're

near airports, highways

and skilled labor pools.

No big deal. You expect

that, right? But the thing

is, these sites also have

access to the rest of the

planet. Including places

we can't even pronounce.

Thanks to the built-in

fiber-optic telecommunications system we at GTE call,

appropriately, The World Class Network.™ As the name

implies, The World Class Network offers you all the latest



It's amazing what we can do together.

SmartPark is a registered service mark and The World Class Network is a service mark of GTE Service Corporation.

RELOCATING YOUR
BUSINESS
TO A SITE WITHOUT
BUILT-IN
TELECOMMUNICATIONS
IS LIKE
MOVING INTO A PLACE
WITHOUT
PLUMBING.

standard equipment and

flexible enough to upgrade

or migrate to new features

as your needs dictate. Which

protects you from "techno-

obsolescence," not to mention

ulcers. Look, we know how

big this decision is for

you. That's why before you

move in, a SmartPark consul-

tant from GTE will provide

you with all the telecom-

munications support you'll

need. And, naturally, you'll

have a GTE account manager

there after you settle in to

answer any questions. So call 1-800-828-7280 and ask about

SmartPark Services and The World Class Network. We'll

not only give you the world, we'll even give you plumbing.

GTE SmartPark® Services
Are Available At:

California
Camarillo: Koll/Leonard
Camarillo Center.
Cerritos: Cerritos Towne Center.
Chino: Majestic Spectrum.
City of Industry: Crossroads
Business Park.
Long Beach: Kilroy Airport Center.
Ontario: Centrelake Business Park,
Telebusiness Work Center, The
Ontario Center.
Oxnard: Channel Islands, North Coast
Executive Center.
San Bernardino: The Tri-City
Corporate Center.
West Covina: The Lakes
at West Covina.

Florida
Bradenton: Gulf Coast Corporate Park.
Brandon: Regency Corporate Park,
The Crescent.
Lakeland: City Center, Interstate
Business Park.
St. Petersburg: Gateway Centre.
Tampa: Hidden River Corporate Park,
Sabal Park, Tampa Palms Centre of
Commerce, University Technology
Center, Renaissance Park, Woodland
Corporate Center, Woolley's
Parkway Center.
Temple Terrace: Tampa Telecom Park.

Hawaii
Kihikihi: Maui Research &
Technology Park.

Indiana
Anderson: The Flagship Business Park.
Fort Wayne: Midwestern Office Park.
West Lafayette: Purdue Research Park.

Kentucky
Elizabethtown: Hughes
Commerce Center.
Lexington: Eagle Creek Office Park,
Enterprise Park, Executive Park.

Michigan
Muskegon: West Michigan Shoreline
Business Centre.

North Carolina
Durham: Central Park, Imperial
Center Business Park, The Research
Triangle Park of North Carolina.

Ohio
Akron: Embassy Corporate Park.
Wilmington: Airborne Commerce Park.

Pennsylvania
York: Meadowlands Business Park, York
City Business and Industry Park.

Texas
Carrollton: Valwood North
Business Park.
College Station: Texas A&M University
Research Park.

Virginia
Chesapeake: Battlefield
Corporate Center.

Washington
Everett: Harbor Pointe Technology
Park, Seaway Center.
North Richland: Tri-Cities Science
& Technology Park.

Telephone Companies Join War on Waste

Sacramento—This year's telephone directories have a number the publishers are bragging about: 45.

It is not in the directory—it IS the directory. Recycled content paper made up nearly 45 percent of the 112,000 tons of paper used to publish the 1994 telephone directories, according to the California Integrated Waste Management Board.

The three major telephone book publishers, Pacific Bell Directory, GTE and Donnelley, increased their use of recycled content paper from nearly 3,360

tons in 1991 to 49,280 tons last year.

The kind of recycled content paper needed for the directories has not been manufactured until now, after the companies aggressively worked with paper mills to produce the product.

"It is commendable that these companies committed to 'buy recycled' and obtained the cooperation of their suppliers in making this important step," said CIWMB Chairman Jesse R. Huff. "The Board applauds their effort and dedication to help California meet its waste diversion

mandates," Huff said.

In addition to being environmentally friendly, one of the benefits of using recycled content directory paper, as reported by GTE, is that there were fewer breaks during the printing process. GTE said they experienced fewer breaks per roll using recycled content directory paper than the non-recycled grades they had used. Pacific Bell Directory printers noted that the overall quality and performance of the recycled-content newsprint was similar to virgin fiber paper. ▲

Environmental Protection and Economic Growth:
Can They Finally Work Together?

California's environmental agenda is uniquely and significantly integrated with the state's economic agenda. The State Department of Conservation (DOC) and its new director, Michael Byrne, are leading the effort to promote the real, bottom-line benefits of balancing environmental protection and economic growth.

New businesses and more jobs — linked directly to conservation of natural resources and increased recycling — are the specific goals. To accomplish this, DOC Director Byrne is focusing on several areas:

That Californians "buy recycled." California companies are creating new products from recycled materials. Recycled glass is showing up as decorative tiles, coffee mugs and fiberglass insulation. Road builders are reporting good results from recycled-glass roadbed materials purchased from a Hayward, California, excavating company. A fiber spun from recycled PET plastic soda bottles is being used to make T-shirts, sweaters and fiberfill jackets. California Ford dealers sell cars and trucks with grilles and luggage racks made from recycled PET soda bottles. Carpeting made from PET plastic is distributed by more than 200 dealers in the state.

To ensure that new jobs are created. The DOC awards more than \$2 million in grants to non-profit and governmental agencies every year, generating much-needed

jobs for the state.

Regulatory barriers are streamlined to assist business without compromising the environment. The DOC and legislators are working together to streamline environmental and bureaucratic red tape. This pragmatic conservation agenda will encourage business and industry to pursue economically viable pollution solutions.

That children learn the importance of recycling and "buying recycled." A unique public/private partnership gave birth

to Recycle Rex, the state's "spokesdinosaur" for conservation. Disney's legendary creativity was combined with the ability and resources of government to produce a 10-minute animated classroom educational video and teacher's guide.

A new book, *50 Simple Things Kids Can Do to Recycle*, contains 144 pages of youth-oriented recycling tips. Published by the DOC and the EarthWorks Group, this hot new book is available at bookstores throughout the state and at 6,000 elementary schools. ▲

Michael Byrne is New Head of
Department of Conservation

Michael Byrne, the former deputy director of the Department of Conservation, was appointed on March 30 by Governor Pete Wilson as the department's new director, replacing Ed Heidig. "Michael has done an outstanding job as deputy director of the department, and I am delighted that he has agreed to take on the additional responsibility," Wilson said.

Byrne, who has been with the DOC since 1991, immediately called for the establishment of two key task forces: One on beverage container recycling and the other on mining issues.

He chaired a blue ribbon task

force on processing fees which was instrumental in fostering legislative changes that reduced fiscal burdens on the beverage industry by \$30 million annually. He also chaired a task force on mining which reduced regulatory burdens in the mining community by 30 percent while maintaining environmental integrity.

Prior to joining the DOC, Byrne, 41, was deputy director of Governor Deukmejian's Washington D.C. office for three years. He lobbied on behalf of the administration on all federal environmental legislation, including the Clean Air Act and the Resource Conservation Recovery Act. ▲

Investigating Workers' Compensation Claims A Step-by-Step Outline

by Tom Blake

It's Monday morning. Your favorite problem employee presents himself at your office five minutes after the starting time complaining of back problems. He says he twisted his back on Friday just before leaving. He didn't want to bother anyone by reporting it then, but it's gotten worse over the weekend. Oh, by the way, did the personnel office get his request to pre-select his own treating physician that was sent in last Thursday? Good, because he wants to go to that doctor tomorrow and won't be able to make the disciplinary hearing scheduled for Tuesday. Also, can you provide the name and number of the claims administrator so he can find out when he'll receive his first temporary disability check? Besides rolling your eyes and restraining yourself from the urge to provide instant physical therapy, what do you do now?

FIRST

Give the employee a DWC-1 employee's Report of Injury to fill out immediately. Have the employee give you the sequence of events that led up to the alleged injury and what took place between the time of injury and the time when he reported it to your office. Find out if there were any witnesses or individuals, either on the job or off, to whom he may have mentioned the injury occurring. It's very likely that an individual in pain, over a

short period of time, is going to mention the situation to someone he knows. Has he sought treatment between the date of the injury and now? Has anything occurred during the same time which may have aggravated the condition?

SECOND

I recommend that you have YOUR doctor immediately evaluate the injured worker to determine his current medical condition, even if he has the right to go to his preselected doctor for treatment. Nothing in the law prohibits this evaluation, and this may help provide you and your claims adjuster with a clearer determination of that condition. You cannot decline to allow treatment with his doctor if he properly selected this physician PRIOR to the date of the accident. The cost of your doctor's evaluation should be covered under your insurance policy or service contract if you are self-insured. However, you may wish to discuss this first with your claims administrator before taking action.

THIRD

Contact your claims administrator by phone immediately and advise that you think you may have a questionable claim. **VERY IMPORTANT: Your filing of the report of injury is NOT an admission of liability.** You are just acknowledging that a claim has been reported. This allows the claims

administrator to formally notify the employee of the pending investigation. A claim which is NOT denied within ninety (90) days of receipt of notice from the injured worker is deemed to be accepted. You, as the employer, cannot deny the claim. The claim must be investigated and, if justified by the evidence, denied only by the claims administrator within the 90-day period. Do let your employee know that you are filing his claim immediately and that the claims administrator will have to investigate the situation further. Give the claims administrator's phone number to the employee if he has any more questions about what happens next. As previously stated, the claims administrator should give the employee formal notice in writing within 14 days of the investigation and indicate what information the office will need to complete the process, and when it anticipates making a final decision.

FOURTH

Your claims administrator should start the investigation process as soon as possible to get the maximum discovery completed during the 90-day period. This may include taking the injured worker's statement regarding the accident and related treatment, interviewing witnesses, discussing the medical condition with the evaluating or treating doctor, and reviewing additional information provided by you or your staff. Keep in mind that

it is not the employee's legal responsibility to prove employer liability. The affirmative lies with the employer to show that the injury did not arise out of or occur during the course of employment, and was not proximately caused by the employment situation.

Don't ignore the red flags that indicate that you may have a questionable injury. Let your claims administrator know about the claim as soon as possible. Don't deny the claim yourself and don't investigate the situation yourself or issue a formal denial. That is the job of the claims administrator. It is very difficult to defend the employer's interest when the 90-day statute has elapsed. Your immediate actions will be the key to a thorough investigation of the claim. Finally, don't delay reporting. Facts get lost and memories fade quickly. Have your reporting system in place to move efficiently to resolve these types of problems, and don't be afraid to ask questions of everyone. Good Luck. ▲

Tom Blake is the chief operating officer/claims manager for JT2 Integrated Resources in Costa Mesa. JT2 is a third party administrator of Workers' Compensation claims programs for the city of Indio and other self-insured employers within the state of California. Tom can be reached during business hours at (714) 756-3295 should you have questions regarding workers' compensation issues.

Entrepreneur's
Corner
by Eugene E. Valdez

Ten Management Principles for Success

years of existence, and 20 percent of all businesses fail within their first year!

In my experience as a consultant and a banker, I have interviewed thousands of business owners and analyzed thousands of companies. Based on that experience, the following are the top 10 management principles of successful entrepreneurs (with thanks and apologies to David Letterman for using his format!), listed in descending order of importance.

Management Principle #10

Don't rely on one or two major customers.

Concentrations render you vulnerable; diversifying spreads risk. Losing a major account overnight could destroy you. With concentrations, you also have very little negotiation leverage.

Management Principle #9

Don't neglect your business.

Sorry to say, you must put in 60 to 70 hours a week, especially if you are a start-up business. There are no short cuts to success. Even though you are the boss, resist the temptation to take days off.

Management Principle #8

Select the "right" location.

Visibility, convenient access for customers and suppliers, and a favorable lease are critical success factors. Try not to move too often; it's annoying to customers, it's expensive, and you lose momentum.

Management Principle #7

Strive to minimize employee turnover.

You must create a good working environment and treat your people well. "Good" people are hard to find. Hold on to them. Training is expensive. You cannot personally implement all of your own strategies.

Management Principle #6

Eliminate poor service and "shoddy" products.

Excellent service and quality products are the finest forms of advertising and will generate repeat customers and customer referrals. Customers are not very forgiving, and many times they will give you only one chance to perform. Do it "right" the first time and consistently thereafter.

Management Principle #5

Don't grow too fast!

Rapid growth requires a tremendous amount of cash and forces you to stretch the limits of your management abilities, which may not be possible. Try to grow at a level which is equal to your ability to generate outside financing.

Management Principle #4

Start your business with "enough" capital.

If you're undercapitalized from the "get go," it rarely gets better. If your business is growing, it gets worse (see MP #5). Strive to maximize your initial investment so as to be able to take advantage of business opportunities as they present themselves.

Management Principle #3

Don't go into the "wrong" business.

"Wrong is defined as a business you have no experience in or know little about. Play to your strength and be honest with yourself. Experience will prevent 'rookie errors.'"

Management Principle #2

Practice good money management habits.

Learn how to manage your money properly. Be proficient at cash budgeting and managing receivables. Know how to borrow

money and detect wasteful uses of cash. Use trade credit prudently and take advantage of trade discounts. Pay your bills on time to develop a superior credit rating.

Management Principle #1

Write a business plan and amend it as needed.

As the old saying goes, "Businesses that fail to plan are planning to fail." Or "Business owners who fail to plan usually end up working for the owner who does plan."

Possessing management principles and implementing them religiously, in my view, is how successful business owners outpace their competition.

In order to meet your business goals, you must first develop a written strategic plan and then implement it (see last month's column on how to write a business plan).

Make sure you monitor the success of the strategies in your plan and update your plan at least annually.

Try to adhere to these management principles or create your own. Develop a "Ten Commandments of Business Success," if you will. If you do, your business will probably be around for a long time. Good luck; see you next month. ▲

Eugene E. Valdez is president of The Claremont Advisory Company, a Claremont-based management consulting and training firm. For questions or comments, Mr. Valdez can be reached at (800) 500-6336.

BARTER EXCHANGE

(The Personal Touch)

Additional Business through Bartering

Why lay out your hard earned cash for your business expenses when you can be bartering and paying for them with the additional business we send you?

Conserve your cash outlay and reduce your overhead by bartering with Barter members for your business, personal, family needs and expenses.

When you pay \$200 cash outlay out of your pocket for mechanical, printing, legal, medical, office/shop maintenance, tv/appliances, etc., etc., you could have conserved that hard earned cash and paid for those ongoing expenses with the business/credits you have earned and accumulated! ... Additional Business paid for through bartering.

Using your WHOLESALE, buying power, your cost (barter credits equivalent to cash dollars) you are purchasing at the regular price, however actual cost out-of-pocket is your (WHOLESALE COST). PLUS YOU STILL HAVE THAT \$200 HARD EARNED CASH IN YOUR POCKET. Now doesn't that sound great? INTERESTED?

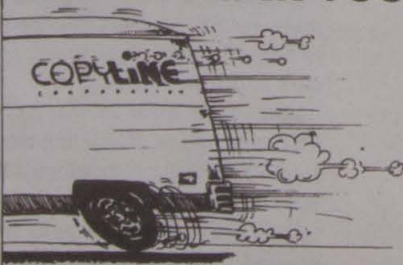
SIGNED-UP MEMBERSHIP COUNT NOW OVER 390

Founded & Locally Owned by Family for Over 9 Years

(909) 881-6130-34 • FAX (909) 881-6135

Ask for Joseph, Julie, Maryann or Tony

WE RESPOND SO FAST YOU'LL THINK YOU CALLED 911.



Ask yourself two questions. Are you completely satisfied with the performance of your copier? Are you completely satisfied with your service?

If the answer to either question is no, ask yourself one more question. Why haven't you called CopyLine? Free copier trial. Free service. Free supplies.

Call for a free copier trial. Ask how you can receive six months free service including supplies for free.

Call now for quick copyline response: (909) 824-8730

COPYLINE
CORPORATION
1801 East Center St. • Cudahy, CA 92334

Keller Graduate School to Open in Pomona

by Christy Newey

If you're an adult who's been wanting to go back to school for a business degree, a new Graduate School of Management will be opening in the fall which is especially designed for adult working students.

The Keller Graduate School of Management, an affiliate of the nationwide DeVry school, will begin its first classes in Pomona this September. Classes are held in the evenings to facilitate class attendance for those who work full-time during the day.

The Keller Graduate School of Management will focus on three main aspects of business: business administration, human resource management and project management. A student can earn a graduate degree in these areas in one and a half to five years. The majority of students take about three and a half years to finish their degree, said Director of Operations Michael Besch.

The Master of Business Administration (MBA) program teaches management concepts that

can be applied to current business realities, as well as give a strong background in important business disciplines. Nearly half of the required courses are electives chosen from accounting, human resources, finance, marketing, general management, information systems and project management.

The Master of Project Management (MPM) program is designed for managers in engineering, information systems, and other technical and commercial fields. The program teaches the ability to balance cost with quality and timeliness in the completion of a project. The skills taught in the program include motivating team members and resolving conflict, planning project tasks, budget and resource requirements and controlling multiple projects at one time, among other skills.

The Master of Human Resource Management (MHRM) program offers course work in Human Resource areas of training and development, diversity and productivity, labor and employment law, compensation, benefits, negotiation and human

behavior.

The school will offer five class sessions throughout the year. Each class session is 10 weeks long, meeting once each week. The courses will cost about \$985 each. The complete program usually costs between \$15 to \$16 thousand dollars. Many students' tuition is paid by company reimbursement programs or through student loans, while some pay with personal funds. The school is approved to participate in Federal Family Education Loan programs such as the Federal Stafford Student Loan and the Federal Supplemental Loans for Students.

The Keller Graduate School of Management is accredited by the Commission on Institutes of Higher Education of the North Central Association of Colleges and Schools. The school is authorized to award the Master of Business Administration, Master of Project Management, and Master of Human Resource Management degrees under the authority of the Illinois Board of Higher Education, the Georgia Nonpublic Post-secondary Education Commission,

the state of Wisconsin Educational Approval Board, the Arizona State Board for Private Postsecondary Education and the State of Missouri Coordinating Board for Higher Education.

The Keller Graduate School has campuses in several locations throughout the country, including Milwaukee, Kansas City, Atlanta, Phoenix, St. Louis and Chicago. Over 2,500 students attend the Keller Schools throughout the country. Keller has about 5,000 graduates nationwide.

The faculty in the Keller Management School system is comprised of practicing business professionals. Keller's faculty effectively serves students by having effective managers who work in the business world.

Like the other campuses, the new Pomona campus, located in the DeVry building at 901 Corporate Center Drive, will include several services beyond the classroom. The building, in addition to two classrooms, will contain administrative offices, a bookstore, a lounge area and an information center/computer lab. ▲

...And Then There Was CEQA

Continued From Page 9

another measure directed at reforming CEQA. S.B. 1320 is my attempt to assist those who suffer property damage outside of a declared disaster area. But it is more than this: it is a message to the Legislature about the inanity of the current CEQA process. Right now, damaged or destroyed structures that fall within a declared natural disaster area are exempt from CEQA guidelines if the structure is to be rebuilt to previous specifications. Unfortunately, many businesses and homes damaged in California are outside of these declared disaster zones. It is a sad commentary that in order to circumvent the difficult CEQA process, one must be within a "declared zone." How sad it is for people to have to hope for a large, "official" disaster in order for them to get help overcoming red tape. S.B. 1320 will allow

families to avoid the lengthy and arduous CEQA process that threatens to prolong their desperate living conditions.

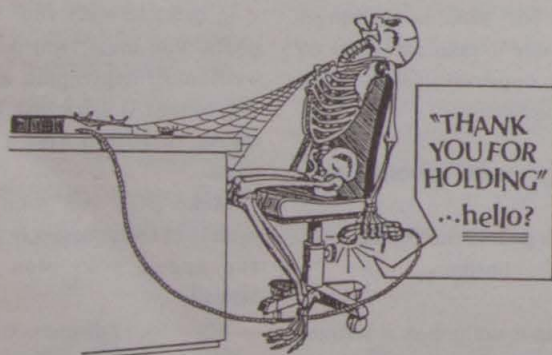
Although 1993 brought some needed changes to CEQA, the reforms were entirely too modest. Future changes must strive for clarification of CEQA while limiting the potential for abuse and unnecessary litigation. As California continues to linger in recession, the need to reform CEQA will become overtly imperative. Making CEQA compatible with private sector progress and private property decisions is imperative if California's economy is to improve. We cannot become mired in the emotional arguments of the 1970s again. It is time to recognize that Adam Smith's hand is much more effective than the hand of the California Legislature. ▲

Environmental Companies Serving the Inland Empire

Listed Alphabetically

Company Name Address City/State	Billings (million) 1993	Regional Breakdown (\$ or %) LA/O.C./I.E.	Yr. Founded Headquarters No. Employees	Specialties	Clientele	Top Local Exec. Title Phone/Fax
Kleinfelder, Inc. 1370 Valley Vista Dr. #150 Diamond Bar, CA 91765	\$45	5% 2% 3%	1961 Walnut Creek 650	Soil/Groundwater Assessment, Reconciliation, Landfill, Solid Waste, Air Quality	Local, State & Federal Govts. DOD, Manufacturing	Michael G. Blankinship Mgr., Env. Services (909) 396-0335/396-1324
Law/Crandall, Inc. 14340 Elsworth Street, Ste. 112 Moreno Valley, CA 92553	\$350	90% 5% 5%	1948 Atlanta 4,000	Soil/Groundwater Assessment, Remediation, Water Resources, Asbestos/Lead Testing & Mgmt.	Local, State & Federal Govts. Private Sector Health Care Institutions	Barry J. Meyer Branch Manager (909) 656-1995/656-3233
Leighton and Associates, Inc. Alton Pkwy. Irvine, CA 92714	na	33% 38% 13% 16% (San Diego)	1961 Irvine 207	Environmental Services Geotechnical Engineering Construction Mats Testing	City Agencies State Agencies Transportation Agencies Land Developers	Honnan Makarechi, P.E. 212 V.P./Managing Principal (714) 250-1421/250-1114
Lockman & Associates Inland Empire Regional Office 3200 E. Inland Empire Blvd., Suite 130 Ontario, CA 91764-5513	\$3	50% 20% 30%	1964 Monterey Park 27	Solid Waste Management Planning and Design Services	State/Local Government Private Industry Institutions	C.W. Lockman, P.E. Principal/Director of Inland Empire Reg. Office (909) 944-6988/948-8508
Marcor of California, Inc. 12940 Sunnyside Pl. Santa Fe Springs, CA 90670	\$12 \$40	75% 10% 15%	1980 Baltimore 500	Asbestos Abatement Lead Abatement Facility Decontamination	Commercial Properties Aerospace, Utilities	Matthew Westrup Vice President (310) 906-2628/944-2388
McLaren/Hart Environ. Engineering Corp. 100 North First Street, Suite #210 Burbank, CA 91502	na	50% 40% 10%	1977 Rancho Cordova 700	Remedial Investigation/Cleanup Regulatory Compliance Audits Risk Assessment	Oil & Gas Industry Chemical Industry Manufacturing	Michael Kinworthy Regional Manager (213) 683-1626/683-1634
Michael Brandman Associates Red Hill Avenue Santa Ana, CA 92705	\$9	22% 22% 11%	1982 Santa Ana 62	Environmental Compliance (NEPA/CEQA) Natural Resources Management Planning Services	RCTC Caltrans Lewis Homes	Michael Brandman, Ph.D. 2530 CEO (714) 250-5555/250-5556
Nolte and Associates 120 Columbia, Suite #600 Aliso Viejo, CA 92656	na	2% 94% 4%	1949 San Jose 400	Acoustics Geo-Environmental Water Resources	RCTC OCEMA CalTrans	Lee Sange V.P./Managing Principal (714) 837-5001/380-1207
Norcal/San Bernardino, Inc. 2050 S. Milliken Avenue Ontario, CA 91761	na	0 0 100%	1989 **Ontario 105	Recycling Landfill Management	na	Jim Walsh General Manager (909) 988-2141/988-7183
P&D Technologies 650 E. Hospitality Lane, Suite 350 San Bernardino, CA 92408	na	10% 40% 50%	1957 Orange 102	Environmental Documentation(NEPA & CEQA Compliance); Biology/Reg. Compliance Air & Noise Qual. Permitting Hazardous Waste, NPDES Permitting	Cities, Counties Special District	F.J. McMahon, Ph.D., P.E. V.P./Dir. of Economics (909) 885-4405/885-0676
Quaternary Investigations, Inc. 300 W. Olive St., Ste. A Colton, CA 92324	na	20% 20% 60%	1990 **Colton WND	Environmental Site Assessments Solid & Ground Water Remediation Soil Contamination Investigations	Manufacturing Firms Attorneys Cities	Tony Morgan President (909) 423-0740/423-0743
Ralph Stone & Co., Inc. 10954 Santa Monica Blvd. Los Angeles, CA 90025	\$1,474	70% 15% 15%	1953 Los Angeles 14	Phase I Environmental Audits Phase II Site Investigations Site Remediation	Banks, Insurance Companies Governments	Rick Kahle President (310) 478-1501/478-7359
RES Environmental, Inc. 865 Via Lata Colton, CA 92324	na	90% 5% 5%	1986 **Colton 8	Regulatory Compliance Monitoring & Report Preparation, Air Toxics Testing for Remediation, Meteorological Consulting & Monitoring	Landfills Construction Oil Refineries	Earl G. Roberts, P.E. Consulting Meteorologist (909) 422-1001/422-0707
RMS Environmental, Inc. 14 Hughes, Suite B-201 Irvine, CA 92718	WND	15% 60% 25%	1989 Irvine 12	Environmental Site Assess., Soil & Groundwater Characterizations Remedial Design & Construction Management Groundwater Monitoring Plans	City of Anaheim Business, Gov't Agencies County of LA, Kaufman & Broad	Hannes H. Richter President (714) 380-8225/455-9371
Tetra Tech, Inc. 348 W. Hospitality Lane, Suite 300 San Bernardino, CA 92408	na	20% 0% 80% (San Bern. Office Only)	1966 Pasadena 560	Environmental Science & Engineering Hazardous Waste Mngmnt. & Remed. Groundwater Mngmnt. & Remed.	DOE U.S. Air Force EPA	William R. Brownlie Sr. Vice President (909) 381-1674/889-1391
The Earth Technology Corp. 1461 Cooley Drive, Suite 100 Colton, CA 92324	na	\$7.2 \$7.9 \$12.1	1970 Long Beach 450	Environmental Studies (NEPA/EQA) Hazardous Waste Management Geotechnical Services	Department of Defense Utilities Commercial Industries	Sandra Cuttino Associate Principal (909) 424-1919/424-1924
TRC Environmental Corporation 23361 Madero Street, Suite 100 Mission Viejo, CA 92691	WND	70% 20% 10%	1970 Windsor, CT 650	Air Permitting Hazardous Waste Air Measurement	Transportation Industrial/Manufacturing Private Industry	Bill Cote Mgr., Western Region (714) 581-6860/581-7025
United States Filter Corporation 73-710 Fred Waring, Suite 222 Palm Desert, CA 92260	na	na	1953 **Palm Desert 666	Water Treatment Wastewater Treatment Filtration	Marathon Oil Cargill Anheuser-Busch	Richard Heckmann CEO/President (619) 340-0098/341-9368
Vector Three Environmental Inc. 11605 East End Avenue Chino, CA 91710	\$1.2	50% 20% 30%	1985 **Chino 4	Underground Tank Removal & Installation Environmental Clean-up Hazardous Waste Removal	L.A. Times Chino Dairies March AFB	Donald L. Hollenbeck President (909) 627-0627/627-4464
Woodward-Clyde Consultants 2020 East First Street, Suite 400 Santa Ana, CA 92705	na	65% 25% 10%	1950 Denver, CO 2,500	Environmental Engineering Waste Management Geotechnical Engineering	Government Agencies Private Entities Industrial Companies	Steve Pearson Vice President (714) 835-6886/667-7147

** = Headquartered in the Inland Empire N/A = Not Applicable WND = Would Not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, 305 Sacramento Place, Ontario, CA 91764. Researched by Jerry Strauss. Copyright 1994 Inland Empire Business Journal.



Eliminate that abandoned feeling for customers waiting 'on hold'

Take advantage of our June special!

only **\$589.00**

for a complete DIGITAL on hold marketing system including a CUSTOM production!

Call Creative Audio Marketing today!

@ (800)747-2562

TABLE FOR TWO!

Catch 30 minutes of the best Inland Empire restaurant reviews two times a week on KVCR TV 24, the Inland Empire's PBS station. Table for Two is the only restaurant review show of its kind on television. The show airs...

6:30 p.m. on Tuesdays
and 6:30 p.m. Saturdays.



IF FINDING MISSING CHILDREN WERE THIS EASY, WE WOULDN'T NEED YOUR HELP.

Missing children don't advertise themselves. In fact, since the majority of them are abducted by a parent, they might not realize they're "missing" at all. That's what makes our job tougher, and why we're asking for your help.

In your professional capacity, you might be able to identify an abducted child, or a parent who may have abducted a child. If so, please contact Child Find of America. Or ask the parent to call us for confidential mediation. Our toll-free hotline is 1-800-A-WAY-OUT. It could just be the way out they're looking for.



INLAND EMPIRE
business journal

Restaurant

Restaurant Row

by Ingrid Anthony

INTERNATIONAL TASTES IN THE INLAND EMPIRE

THE BLACKBOARD

International flavors in dining do exist in the Inland Empire—but first, like a good detective, you must know where to find them. If your taste buds are yearning for lavish gourmet French food, but you want to avoid the pretentious and costly French prices, go directly to the Blackboard restaurant in Montclair on Central Avenue. The decor is simple but the food is extraordinary. For the value, the Blackboard is probably the best French restaurant in the Inland Empire—including the Palm Springs area!

Chef Ange Lamonica and his lovely wife, Nicole, certainly have the necessary qualifications in opening their beloved restaurant and beginning this venture five years ago. Chef Ange is from Marseille and was trained at the prestigious Cordon Bleu in Paris—where Nicole is originally from. In 1977, while working for United Airlines, UAL flew Ange to the Silver Jubilee for Britain's Elizabeth II. For the Queen's Jubilee, he prepared the Pacific Ocean Soup, comprised of shrimp, lobster, crabmeat, scallops, onions and leeks. When Ange left his beloved France, he came to the Inland Empire and co-owned La Cheminee for a number of years. Wanting to open his own restaurant with Nichole, who is most notable for her knowledge of fine wines, they founded 'Blackboard' with much success—and that success continues.

The food at the Blackboard is beautifully presented—it would be a shame to disturb it if it weren't so delicious. For starters, sample the crab cakes with a combination of two sauces: the beurre blanc (white wine, shallot

and tarragon) and the red sauce, of diced tomatoes, basil, olive oil and garlic. Another selected favorite is his vegetable cream soups—just divine. Also recommended and one of the specialties at the Blackboard is rack of lamb—probably the favorite dish among his loyal customers.

His Cordon Bleu training really pays off for his lucky clients when they sample his sauces—the heart of all French cooking. His sauces are made from 50 pounds of bones, plus herbs and vegetables, reduced to 10 gallons. The three choices of sauce on the filet mignon is just spectacular. In fact, all Ange's sauces are made from scratch. Fresh fish, and typical American food is also offered for those who are "impossible."

The Blackboard is opened for lunch and dinner, and their prices are extremely fair.

Thanks to Nichole, the wine menu has all the traditional offerings of a five-star restaurant.

The Blackboard is unpretentious, authentic and, more importantly, located right here in the Inland Empire. Bon Appetite!

The Blackboard is located at 8891 "C" Central Avenue (and Arrow Highway) in Montclair. Call for reservations at 909-624-4426. The restaurant is closed on Sunday and closed for lunch on Saturday.

CASA SANTA FE

If you are not very hungry or if you had a bite to eat before entering this restaurant, turn around and come back another day. Billed on the menu, "Welcome to Casa Santa Fe, where the fiesta never stops" should be instead, "where the

fiesta and food never stops." This Mexican eatery is definitely for the hearty appetite. Located in the Chino Hills Marketplace in Chino Hills, Casa Santa Fe offers its customers unique and authentic Mexican cuisine not found elsewhere in this part of town.

We started our meal with "mouth amusements" called the Casa Santa Fe Fiesta Platter, which is a generous platter of nachos, mini-quesadillas, taquitos, mini-flautas, buffalo wings, Santa Fe salsa and bean dip and topped off with ranchera sauce, guacamole and sour cream—a meal in itself! Some of their fantastic choices for entrees include the "Parrilladas Al Braser" (these parrilladas are served on a hot braser, or small barbeque) with rice, frijoles charros (cowboy style beans), and a choice of steak fajitas, breast of chicken, shrimp or baby back pork ribs; the house specialty of chicken mole; their new Southwest Barbeque (mesquite flavor) with generous portions of ribs, chicken and shrimp combos. Of course, other typical Mexican temptations include burritos, carnitas, tacos and enchiladas. Right now, Casa Santa Fe is introducing a huge 10 oz. prime rib dinner (for early birds only) for only \$9.95.

If all of the above doesn't sound overwhelming, their schedule of events and "special nights" should really get your attention. For example, their Sunday Brunch features live Mariachi music from 9 a.m. until 2 p.m.; on Monday and Tuesdays, kids eat free (one child per paying adult); on Wednesdays, a Tex-Mex barbeque is offered for only \$7.95; and "Karaoke Night" is both Friday and Saturday nights, with a contest every Saturday night. Their friendly waiters and servers probably take "energy pills" to keep up with this service.

This upbeat Mexican restaurant is located at 4200 Chino Hills Parkway, and their phone number is (909) 393-5494. Mucho gusto! ▲

JULY 1994

& Entertainment Guide

The Wine Cellar



Mead on Wine
by Jerry D. Mead

CHATEAU DE BAUN REVISITED

There's this winery in Sonoma County where I'm both loved and hated. It's a lovely place to visit (right off the interstate just north of Santa Rosa), with its chateau-like edifice, manicured garden and hospitable tasting room. It is often the site of special functions during the annual Sonoma Wine Auction.

When this winery opened in 1986, it was devoted to a single grape, a cross developed at UC Davis and called "Symphony." It's a cross between Muscat Alexandria and Grenache and smells and tastes more like a cross between Muscat and Gewurztraminer.

Chateau De Baun and Symphony were the darlings of wine writers and wine competitions for several years...for just about everyone but me. De Baun made something like eight different styles of wine, ranging from bone dry to gag-me sweet, all from the same grape.

I hated the truly dry ones and the really sweet ones, and thought the sort-of-sweet ones were o.k. But who needs another o.k. wine? I bad-mouthed the variety from the beginning.

Remember I said they loved me and hated me? Well, they weren't fond of my constant picking on Symphony, but in one of those critiques I challenged readers to taste for themselves. I pointed out all the other wine writers raving about the wines and to all the medals won that year, and then suggested readers try the wines and tell me who was right. Me? Or the rest of the world?

It seems my critical column created more interest (and sales) than some of the rave reviews, so

they had to kind of like me for that.

I feel vindicated. The winery and its talented winemaker, Jamie Maves, still make some Symphony, but only one or two wines. And they started making other varieties a few years back, and have earned a reputation for both quality and value in Chardonnay and Pinot Noir.

Those other wine writers and all the wine shows have found new darlings to fawn over, Rhone varieties both red and white, and a whole string of new Italian grapes. Some will make it, some won't, but that's another column.

Remember I said they loved me and hated me? Well, they weren't fond of my constant picking on Symphony, but in one of those critiques I challenged readers to taste for themselves.

I've told you this long story about the grape that didn't make it and that I never much liked, to lead into telling you that the marketing department and the winemaking staff at De Baun got together and finally found a justification for Symphony's very existence. They have created a Symphony wine that Mead more than tolerates, that he actually adores. I could even be accused of fawning over it, I suppose.

Chateau De Baun 1993 Stelle (\$12) From the custom Italianate bottle, to the low alcohol, to the tangy tingle of carbonation, to the perfect balance of fruit sweetness and acidity, this is the perfect wine for pool parties, elegant brunches or anytime seductions of either sex. It is delicate, like the gentlest Muscato you've ever tasted. The flavors are pear, lichee and honey dew and it tastes and feels so good you'll want to gulp it. Stelle means stars in Italian, and because our crazy government won't allow any

reference to the bit of carbonation (they say there aren't enough bubbles to qualify for "frizzante"), it's an allusion to Dom Perignon's legendary, "Come quickly, I am drinking stars." Alas! Only 900 6-packs for the world, but production will increase in future vintages. Rating: 95/85

Chateau De Baun 1992 "Russian River" Chardonnay (\$10) Loads of flavor for this price range. Mostly tropical flavors, leaning to ripe, almost candied pineapple, with a dollop of oak vanillin. A large portion of this cool climate fruit was barrel-fermented. Rating: 88/88

Chateau De Baun 1991 "Sonoma" Pinot Noir (\$10) Some of the adjectives that are appropriate to this wine are delicate, elegant, complex, finesseful. Cherry-raspberry fruit; smoky tea leaf complexities; long after flavors. Rating: 87/88


De Baun also makes a "Chateau Blanc" table wine which I don't recommend. It only contains 20 percent Symphony, but that's too damned much. I can't think of one food I'd want to drink it with.

Chateau De Baun wines have some availability in most national markets, though Stelle will be hard to find. For nearest retail outlet: Chateau De Baun, P.O. Box 11483,

Santa Rosa, CA 95406 (707) 544-1600.

BEST BUY WINE OF THE WEEK

Chateau De Baun 1991 "Chateau Rouge" (\$5) Here's a light, easy-to-drink, Burgundian style wine made from premium Pinot Noir grapes blended to the versatile and tasty Carignane. The Pinot aromas and flavors dominate, which you almost never find in this really bargain price range. (There's lots of \$5 Cabernets, but not many \$5 Pinots!) ▲



GALLEANO
Winery

Donald D. Galleano
President

Visit Our Wine
Tasting Room
and Picnic Area

4231 Wineville Road
Mira Loma, California 91752
(714) 685-5376



Wine Selections and Best Values

By Bill Anthony

Forest Glen
1992 • Sonoma County
Chardonnay.....\$10

Stags Leap Wine Cellars
1992 • Napa Valley
Chardonnay.....\$18

J. Fritz
1993 • Dry Creek Valley
Sauvignon Blanc.....\$8

Geyser Peak
1993 • Sonoma County
Sauvignon Blanc.....\$7.50

Rutherford Estates
1991 • Napa Valley
Merlot.....\$7

Cambria
1992 • Santa Maria Valley
Chardonnay.....\$25

Kendall-Jackson
1992 • Santa Maria Valley
Chardonnay.....\$15

Rosemount
1993 • South East Australia
Shiraz Cabernet Sauvignon.....\$8

Rosemount
1992 • Hunter Valley Show
Chardonnay.....\$17

Close Pegase
1991 • Napa Valley
Cabernet Sauvignon.....\$17

Maui, Kauai and the Big Island of Hawaii—Multifaceted Island Paradises Offering Something for Everyone

by David Cohen

When we planned this trip, it became apparent that each of these islands offered its own version of paradise: Maui with its active night life and quality restaurants along its north and southwest coasts; Kauai with its striking natural beauty and pristine beaches; and the Big Island for Volcano National Park, exclusive resorts and black sand beaches.

Maui, the Fun Isle

We began on Maui, which is the most developed of the three islands and offers accommodations for all budgets and family sizes along its west coast. For those who love golf and prefer a luxurious, less hectic pace, the Kapalua Bay Resort & Villas is an ideal choice. Kapalua means "arms embracing the sea," and the resort is sculptured along a lava rock peninsula offering breathtaking views of the water, the islands of Molokai and Lanai and stunning sunsets.

Their symbol is the butterfly, and you'll find that a metamorphosis has occurred as soon as you set foot in their oversized guest rooms with double sinks at opposite ends of the long dressing area and with your own lanai overlooking the magnificently kept grounds, the butterfly shaped pool and, of course, the ocean. Their beach was voted the best in America by the University of Maryland's Coastal Research Lab, and the snorkeling is excellent.

If you visit in July, you should check out the dates of the Kapalua Wine Symposium, one of the

world's most prestigious enological events. (Reservations: 800-367-8000, 3 courses to play, 7 night golf packages available; daily room rates \$225 to \$425.)

Moving south to Kaanapali, the Hyatt Regency Maui offers a multitude of family-oriented attractions, including their huge tropical pool replete with a 'wood slat and rope' bridge over the water, a long expanse of oceanfront, their astronomy show, "Tour of the Stars," conducted from a rooftop observatory, and Camp Hyatt for kids. (Rates range from: \$240 to \$360, reservations: 800-233-1234.)

Wailea, on the southwestern coast, offers numerous first-class resorts, but none more striking nor enjoyable than the Kea Lani, modeled after the architectural style of Las Hadas in Mexico. This luxurious all suite hotel works for honeymoons, family vacations or business meetings. Set on Polo Beach, with its gentle surf, the resort has a two-tiered swimming pool plus a great water slide.

All accommodations are suites (840 sq. ft. in the one bedroom) offering a complete home entertainment unit, huge bathrooms with showers big enough to accommodate four adults, a wet bar, microwave and coffee maker. Wrap-around balconies offer marvelous views of the Moorish architecture and grounds. Business meetings can be arranged for groups of 10 to 600.

There is a superb children's program called Keiki Lani, with which our 4-year-old son, Devin, became immediately enthralled. A fitness center, nearby golf, and virtually any other amenity you can



The islands of Molokai and Lanai are so close that you can view both islands from the Kapalua Bay Resort on Maui.

envision makes for a great vacation experience. Also, don't miss "Passion & Grace" playing Latin jazz at the hotel lounge bar. (One bedroom suites sleeps 4 adults — \$235 to \$385. Two bedroom suites sleeps 6—\$695. Reservations: 800-882-4100.)

Maui probably has more great restaurants than any of the islands, but space limitations allow me to mention only a few. At Kapalua Bay Resort, set on a promontory just past the hotel beach, the Bay Club offers a splendid array of fresh seafood with a view that never ends. Steve Amaral at the Kea Lani has won Hawaii's Seafood Festival competition for best appetizer with his Lomi Lomi Aku in chilled native lobster broth with peppered taro sauce. The main dining room specializes in Pacific Rim cuisine filtered through Steve's classic European training.

Finally, in Lahaina on Front Street is Avalon, one of Maui's finest restaurants, featuring Hawaiian regional cuisine as interpreted by Chef Mark Ellman. Sample such intriguing fare as chili seared salmon, Tiki style; or spicy Asian pasta with shrimp, crab claws, scallops and fresh island fish. (Entrees \$14 to \$28.)

Haleakala, meaning "house of the sun," is a 10,000-foot-high dormant volcano and is one attraction you shouldn't miss. Dawn provides a hauntingly beautiful view as the sun rises above the clouds normally ringing the mountain, but be sure to bring warm clothes or blankets against the chill. With the sun up you can gaze down into this astounding crater streaked

with shades of brown, tan, orange and rust, or take one of the numerous trails along the rim. In the absence of clouds you actually get a feel for Maui's shape and size.

Other recommended trips include: 1) the Whaling Museum at Whaler's Village, which is devoted to the evolution of the humpback whale with many sound and touch displays; 2) a ride on the old steam-powered Sugar Cane train which runs from Kaanapali to Lahaina through fields of sugar cane and over a rickety railroad bridge (a kick for kids); and 3) Makena Beach (Big Beach), 4 miles south of Wailea. Probably Maui's most beautiful beach, it offers a great view of Molokai Island and seems to go on forever.

Kauai, the Garden Isle

We slow the pace considerably as we fly over to Kauai, with its lush interior and north coast contrasting with the dry south and southwest areas. Kauai is a dream for sun worshippers, hikers and those who get high on nature in all its splendor. We stayed in a condo in Poipu on the south coast, but I'd be remiss if I didn't mention the Hyatt Regency in Poipu with its jade-green tiled roofs and enclosed lagoons that you can canoe within. It's one of the most beautiful resorts in the islands. The pool area is incredibly large, and there are numerous waterfalls interspersed amongst the lovely foliage and flowering plants. Shipwreck Beach, a 1,500-foot-long expanse, is one of the prettiest on the island. (Daily rates—\$230 to

Please See Page 49

Maui, Kauai and the Big Island of Hawaii—Multifaceted Island Paradises Offering Something for Everyone

Continued From Page 48



The breathtaking views are many. This one is the Napali Cliffs on Kauai.

\$410. Reservations: 800-233-1234.)

Two restaurants bear special mention. In Kapaa, north of Lihue (where your plane lands), in the Kauai Village Shopping Center, sits 'A Pacific Cafe,' certainly one of the top three restaurants in the islands. French-trained Chef Jean-Marie Josselin dishes out one incredible item after another on plates hand-painted by his wife. Works of art for the palate is the only way to describe some of these masterpieces. Happiness is having 'A Pacific Cafe' leftovers for lunch the next day!

In Poipu is Keoki's Paradise, decorated with lots of Koa wood, streams and waterfalls, lush tropical greenery, and a high Polynesian pavilion ceiling adorned with surfboards and a 40-foot canoe which belonged to the legendary Duke Kahanamoku. There's a Thai shrimp stick served with a tangy guava cocktail sauce, five to six fresh fish daily, and a knockout dessert called Hula pie, containing macadamia nut ice cream. A great place for kids, with entrees from \$14 to \$20.

Kauai's most beautiful natural resources are the dazzling secluded beaches. Mahaulepu Beach is your quintessential South Seas Island strand, past the Hyatt Regency and down two cane roads. As you head left and continue walking, huge sand dunes and a stretch of beach will reward you with an area containing no footprints other than your own. Also highly recommended is Salt Pond Beach (off Hwy. 50 heading toward Waimea) for a beautiful, calm

crescent beach with very good shelling available. On the north shore is Anini Beach Park for kid-friendly, bathtub-still water and Kee Beach at the end of Route 56 in Haena State Park, which, while crowded, offers some of the best snorkeling and the widest abundance of tropical fish on the entire island.

Just west of Poipu on Lawaii Road is Spouting Horn, a saltwater blow hole which spouts as waves spill into an underwater lava tube that opens to the surface. It is quite spectacular during high tide, and there is often a family of sea turtles swimming by in the general vicinity.

For hikers and observers, a drive up Waimea Canyon Road off of Route 50 (going west) will reward you with panoramic vistas of the "Grand Canyon of the Pacific," with its green, red and brown hues and jagged spires. The canyon rivals in beauty, if not in scope, the Grand Canyon in Arizona. At the end of Route 550 is Kaialau lookout, which looks out on the Napali Coast—the rugged, inaccessible (except by trail or boat) territory that may qualify as the most pristine, hauntingly beautiful area I've ever seen. The view will literally take your breath away. It's a great place to picnic, and the stunning scenery is not to be missed with its verdant greens, white sand beaches below, and dazzling bright blue waters just offshore.

The canyon has numerous hiking trails. For the really fit amongst you, at the end of the road on the North Shore near Kee Beach begins the 11-mile-long Kalalau trail which skims the Napali coast and descends

into rain forests, then climbs along windswept cliffs.

Finally, for the ultimate adventure, cruise the Napali coast in a motorized rubber raft through Hanalei Sea Tours. The tours depart from Hanalei on the north shore. I'd recommend the four- or five-hour trips; you'll enter sea caves, get rained on (but who cares!), sail past gorgeous valleys and sheer cliffs, and snorkel at Tunnel's Beach, which drops off a ledge to a depth of 60 feet along a reef teeming with sealife. You may also see dolphin schools swimming alongside the raft.

A warning: those prone to motion sickness should think twice before signing on, or get a dramamine patch behind the ear. The ride back against the current is not for the fainthearted, with four- to five-foot swells and the sea splashing in your face. (Hanalei Sea Tours—800-733-7997. Power catamarans also available. \$55 to \$100 per person.)

Big Island of Hawaii.

The Big Island of Hawaii is the youngest in the Hawaiian chain and is still volcanically active, but more about that later. Much of the island, particularly the northcentral coast and northwest coast, is covered with lava flows. It is on this side of the island that two of Hawaii's most exclusive resorts—Kona Village and the Ritz Carlton Mauna Lani—are located.

Kona Village elicits an immediate relaxation response, conjuring up images of how Hawaii was meant to be. Hales, or bungalows, each with

their own lanai and representing many cultures of the South Pacific, are dotted across the property. Your living quarters contain no radios, TVs or telephones to remind you of the civilization you came here to forget, and there's a lovely hammock outside your door as well. Other than the electronics, no expense has been spared, amenity-wise, including gorgeous native Hawaiian quilt prints, ceiling fans, and tasteful furniture.

The resort also has first-class snorkeling, beautiful tide pools at the end of the lava flows, and an addictive kid's pool containing three stone turtles with mosaic tile shells. In this striking Polynesian village, peace, quiet and tranquility are the most prized commodities. You can even put a coconut in front of your hale if you want to be left alone. Manta rays can often be seen just off the salt and pepper beach, and sometimes sea turtles frolic offshore. (Full American Plan for two—\$390 to \$665. Gourmet dining at the Hale Samoa. Reservations: 800-367-5290.)

From here, it is a short drive up the coast to the Ritz Carlton Mauna Lani, an ideal location for business meetings with its 541 rooms, 14,000 sq. ft. ballroom, theatre with seating capacity for 164, and more than 160,000 sq. ft. of outdoor space in an idyllic setting. The grounds include 11 tennis courts, a manmade beach and glass-like lagoon, four restaurants, and a 10,000 sq. ft. swimming pool. It's the quintessential self-contained resort.

The Ritz Club offers snacks, light meals and drinks from morning until

Please See Page 53



Pu'u 'O'o volcano erupting on the Big Island of Hawaii.



Haleakala, the "house of the sun," is an extinct volcano on Maui.



Palm Springs Tennis Club Summer Tournaments Open to Public

The Palm Springs Tennis Club is sponsoring a series of summer amateur tennis tournaments featuring a round robin doubles format.

The tournaments are open to the public. All matches will commence at 7 a.m. on the courts of the Tennis Club, located at 701 W. Baristo Road in Palm Springs.

The "Firecracker Special" tournament will be held on July 16, the "Hot Enough Yet" event is scheduled for Aug. 27, and the final "Summer Survival" matches will be held on Sept. 17.

The entry fee of \$14 per person includes tennis balls and a complimentary hat or T-shirt. Prizes will be awarded to all winners and finalists.

Entry acceptance closes three days prior to each tournament, and players are urged to contact Glenn Erickson, the tournament director, as soon as possible at (619) 325-4049.

Desert Business Journal

Small Business Resource Center Opens in Palm Springs

by Dick Stanfield

Free business consulting for small business owners is now available in Palm Springs with the establishment of a branch office of the Inland Empire Small Business Development Center (SBDC).

Teri Corazzini-Ooms, director of SBDC in Riverside, announced the opening recently and added that Brad Mix, a center consultant and Palm Springs resident, will head the new facility.

The SBDC is a private non-profit agency funded by the Small Business Administration and administered by the California Trade and Commerce Agency.

Services provided by the center include consultations on business plans and management, business loans, financial management, product management, human resources, purchase or sale of a business, public relations,

franchises, tax and license data and customer relations.

Additional information can be acquired by calling 1-800-750-2353.

Firstbank of Palm Desert Receives Findley Award

Firstbank of Palm Desert, N.A. has received the Premier Performance Award from The Findley Reports, a nationally recognized bank research and rating firm located in Anaheim. Published since 1968, "The Findley Reports" annually review all banks headquartered in California, which currently number 385, and rates commercial banks.

Firstbank of Palm Desert was the only bank in the Coachella Valley to earn a Findley Award. Established in 1985, this is the sixth year the bank has received an award. This rating places Firstbank of Palm Desert in the top ranks of banking safety, strength and performance and is based on the analysis of fiscal year ending 1993 financial information filed with federal regulators.

International Film Festival Receives Gifts From Apple Computer Inc.

Craig Prater, executive director of the Palm Springs International Film Festival, recently announced that the film festival has received a gift of two computers and a laserwriter from Apple Computer, Inc.

"The computers and the laserwriter have filled a great void, and we are very grateful to Apple Computer, Inc., not only for this gift, but also for supplying the film festival with all the computers and laserwriters that are needed, for every department, during the months of November through the end of January," Prater said. "Without our corporate sponsors, the 10-day film festival could not exist," he added.

Dates for the 1995 film festival are Jan. 5th through Jan. 15. For further information, call (619) 322-2930. ▲

Mission Uniform Moves to Palm Springs

When Mission Uniform needed to expand and improve its customer service in the Coachella Valley, it found the right spot—a vacant 15,000-square-foot facility on Montalvo Way in Palm Springs, just east of the Palm Springs Regional Airport. Working with broker Steve Metzler of Industrial West, Mission representatives looked at nearly every available industrial site in the Valley before settling on the Montalvo site.

The Neighborhood Service Center facility is part of Mission's determination to provide the highest possible level of service to its customers. It will be supported by the world's largest, most-advanced industrial laundry facility: a new 200,000-square-foot plant located in Chino.

The Chino plant will replace five other laundry facilities located throughout the Los Angeles area and will allow for water conservation and air pollution controls never obtained before in the industry. The Chino facility's

wastewater treatment system is so advanced that environmental compliance is expected well into the next century.

Environmentally-driven investments of this magnitude are critical for Mission, says local manager Mike Marion, since industrial wastes of all types are left behind in waste water after garments, linens, uniforms, shop rags and other industrial materials are cleaned. "Regulations covering a variety of water-borne wastes, particularly dissolved solids, are stricter than ever and increasingly difficult to meet without the state-of-the-art treatment systems," he said.

In contrast with home washers, which generally use about 76 gallons of water to clean eight pounds of laundry, Mission's new facility in Chino will use 10.4 gallons of water and energy efficient machines to process a similar-sized load.

Said John Tuite, Palm Springs economic development director, who toured the facility recently,

"We're really pleased to have a company the quality of Mission locating here in Palm Springs. Not only is it environmentally friendly, it is compatible with the basic hospitality-industry concentration in the area, and provides good, full-time, well-paying jobs. Mission is now in a facility that will accommodate their anticipated growth, which is good for them and good for Palm Springs."

Mission Uniform & Linen Service, founded in 1930 in Santa Barbara, is the largest independently-owned uniform and linen supply firm in the nation. The company serves over 100,000 customers from 60 plants in six western states. The local Neighborhood Service Center replaces a Banning facility which previously served the area. ▲

NOTICE TO CONTRACTORS

The Prison Industry Authority at the California Institution For Men at Chino, CA is seeking bids for the following project:

Design, fabricate, and erect a metal building roof structure (approximately 40 feet by 140 feet) for a dairy milking barn.

The bid opening is tentatively scheduled for July 26, 1994.

The engineers estimate is \$28,000.00.

Contractors interested in this project are to call Les Kizer of the Prison Industry Authority at (916) 355-0151. M/W/DVBE questions should be directed to Delilah Andreatta at (916) 355-0176.

PALM SPRINGS DESERT RESORTS CONVENTION & VISITORS BUREAU WINS FOURTH 'PINNACLE AWARD'

For the fourth year in a row, the Palm Springs Desert Resorts Convention & Visitors Bureau has been selected to receive the prestigious Successful Meetings Pinnacle Award—the mark of excellence for meeting destination support organizations.

This is the fourth year the Pinnacle has been presented to destination support organizations. The Pinnacle Award (given to hotels and resorts), already in its tenth year, has earned a reputation as the most credible and prestigious symbol of excellence among meeting planners and hoteliers alike. Industry experts liken

Pinnacle to other prestigious travel awards like the Mobil Five-Star and the AAA Five-Diamond.

"Receiving this award again is a tremendous honor and being named a winner in every year that the award has been given means that we are truly achieving our goal of being 'the best of the best,'" stated Jean Benson, chairman of the Joint Powers Authority.

The readers of *Successful Meetings Magazine*—corporate and association executives with meeting planning responsibilities (full-time and part-time)—used a ballot in the January and February issue to select those organizations that have done

an outstanding job servicing their meetings, incentive travel programs and conventions during the previous year. They chose the winning organizations based on the following criteria:

- Overall service/support to meetings, incentive travel programs, and conventions.
- Promotional support.
- Supplier information.
- Registration and housing assistance.

The Pinnacle Awards program allows readers to pick the best meeting destination support organizations in five United States regions (Northeast, Southeast, Midwest, Southwest, West) and internationally. The top six organizations were selected in each domestic area and 10 were chosen internationally.

Successful Meetings Magazine commands a respected position as the oldest, most authoritative source of meeting and incentive editorial in the marketplace. Its readers are corporate, administrative, sales and marketing executives, and association leaders. ▲

Coachella Valley Marketed By Several Tourism Agencies

By Michael E. Fife, President
Palm Springs Desert Resorts
Convention and Visitors Bureau

Several separate agencies market tourism in the Coachella Valley, each working full time and then some to secure the business that is the primary fuel for the local economy.

The Palm Springs Desert Resorts Convention and Visitors Bureau (PSDRCVB) represents the seven cities of Palm Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta and Indio.

Funded in part by each of the cities, the bureau also receives dues from some 730-member businesses.

The bureau's staff of 23 works in a variety of departments: convention sales, convention services and housing, tourism sales, advertising, public relations, publications, location filming, membership sales and services, and administration.

Centrally located in the Atrium Design Center in Rancho Mirage, the bureau also maintains the Visitor Information Center at the Palm Springs Regional Airport. The bureau operates two toll-free phone numbers: (800) 41-RELAX for visitor information and (800) 96-RESORTS for clients such as meeting planners, travel agents and journalists. The activities hotline number is (619) 770-1992.

The Palm Springs Tourism Division is funded by the city of Palm Springs and works to bring visitors and tour groups into that city. The Tourism Division also promotes golf and attractions throughout the Coachella Valley.

With a total staff of 11, plus volunteers, their efforts focus on consumer advertising, public and media relations, collateral brochure and video production, booking rooms for Palm Springs hotels, travel agent and tour operator promotions in the U.S. and U.K., and special events.

These agencies often work cooperatively on projects. Frequent communication cuts down on duplication of efforts, conserving the resources of each agency.

In addition to their Visitor Information Center on North Palm Canyon Drive, they have administrative offices in the Leisure Center and in Palm Springs City Hall. Their toll-free number is (800) 34-SPRINGS.

These agencies often work

cooperatively on projects. Frequent communication cuts down on duplication of efforts, conserving the resources of each agency. They also work closely with the marketing departments of the hotels, tourist attractions and other constituent groups.

In addition to the PSDRCVB and the Palm Springs Tourism Division, several other entities work to promote tourism in the Coachella Valley.

The Palm Springs Convention Center sales staff works to book meetings, conventions and events to fill the 150,000 square feet of indoor and outdoor meeting space in their facility on Avenida Caballeros in Palm Springs.

As Convention Center Chief Operating Officer David Bobo explains, "Our mission is to fill hotel rooms. By doing that, the convention center is the economic engine that it was designed to be."

The convention center employs a staff of six sales and marketing people (in addition to operational staff) who seek out groups to fill the center and the surrounding hotels. Their toll-free phone number is (800) 333-7535.

The city of Palm Desert funds the Palm Desert News Bureau, which executes advertising and public relations for that city and its events and activities. Projects include

publishing brochures, developing feature stories for publication, and creating a video press kit and news releases distributed around the world by satellite.

Visitor inquiries generated by the Palm Desert News Bureau are answered by the Palm Desert Visitor Information Center located at the corner of Monterey and Highway 111. Their toll-free number is (800) 873-2428 (also known as 800-8PD-CHAT).

The Indian Wells Visitors Committee makes recommendations to the city council on the distribution of the city's tourism promotional dollars.

Chaired by Rich Cortese, general manager of the Hyatt Grand Champions, the committee is made up of representatives of the city's four hotels and the Indian Wells Golf Resort, two city council members and two local business people. The committee orchestrates television, outdoor and print advertising, trade shows and other projects such as event sponsorship, a visitors' video and a poster. The Indian Wells toll-free number for visitors is (800) 247-7366.

These separate entities working to promote tourism in the Coachella Valley result in a \$3 billion industry, providing jobs, services and the attractive environment in which we live. ▲

Convention and Visitor's Bureau Names Officers

Lloyd Maryanov, mayor of Palm Springs, has been elected chairman of the Palm Springs Desert Resorts Convention and Visitors Bureau's Joint Powers Authority (JPA) Executive Committee for Fiscal Year 1994-95. He will succeed Jean Benson, city of Palm Desert councilwoman, who served a two-year term as JPA chairperson and will remain on the executive committee. John Pena, mayor of La Quinta, will serve as JPA vice chairman.

The JPA Executive Committee is made up of one elected official from each of the bureau's seven member cities. JPA committee members vote on any changes the Bureau makes, including budgets, staffing, marketing plans and membership programs.

Linda Vivian, director of marketing for Palm Springs Aerial Tramway, has been elected chairman of the bureau's Hospitality Industry and Business Council (HIBC) advisory board. Judy Vossler, director of community affairs for KSL Recreation Corporation, steps down after

completing a three-year term as HIBC chairman. She will remain on the board.

Robert DeVoe, general manager of the Doubletree Resort at Desert Princess, has been named HIBC vice chairman, and Richard Oliphant, owner of Affiliated Construction Inc., will serve as HIBC secretary. Oliphant replaces Dick Crane, district manager, Avis Rent A Car, who has served on the board since 1991.

Other newly appointed HIBC advisory board members include David Bobo, executive director, Palm Springs Convention Center; Lou Feiring, director of marketing, The Living Desert; Mark Bergstron, director of sales, Royal Plaza Inn; and Dave Rolston, general manager, Marriott's Desert Springs Resort.

They replace Karen Sausman, general manager, The Living Desert, and Jan Dreiske, general manager, Best Western Date Tree Hotel, both who stepped down after five-year terms. Jim Lopez, director of marketing, Marriott's Desert Springs Resort, served a three-year term. ▲

U.S. Filter Acquires Liquepure Technologies, Inc.

U.S. Filter of Palm Desert announced recently that it has signed a definitive agreement to acquire Liquepure Technologies Inc. from Warburg, Pincus Capital Co., L.P. and other Liquepure shareholders for 1.3 million shares of U.S. Filter common stock. The transaction is expected to close in early July, and will be accounted for as a pooling of interest. It is subject to Hart-Scott-Rodino clearance.

Liquepure Technologies owns all of the issued and outstanding shares of Continental Penfield Corp. and the EDR Corp. Liquepure's revenues have grown from \$6 million in 1989 to approximately \$34 million in 1993.

Continental Penfield consists of Continental Water Systems, one of the nation's largest service deionizations (SDI) networks, with 44 locations, including seven company-owned branches and 37 franchised dealers; and Penfield, which is a manufacturer of custom ultrapure water systems principally for the pharmaceutical

markets. Liquepure also manufactures and sells a broad line of standard ultrapure water products for the laboratory markets.

U.S. Filter said that by combining the Liquepure operations with its own, the resulting company will have 64 domestic sales, service and regeneration facilities, 27 of which will be company-owned and 37 franchised. U.S. Filter also has 15 international facilities.

The company said that the EDR acquisition is significant because it combines the Liquepure patented EDR technologies (electrodialysis) with the company's already substantial technical resources and an installed base of over 500 CDI systems (continuous deionization), allowing the customer an unequalled array of technical choices for this fast-growing and promising new market.

U.S. Filter also said that its technical leadership in this market area is protected by several patents which have been re-examined with no patent claims rejected. ▲

Maui, Kauai and the Big Island of Hawaii—Multifaceted Island Paradises Offering Something for Everyone

Continued From Page 49

you retire, as well as the elegantly appointed furnishings and marble baths for which the Ritz is justly famous. Plus there's the Ritz Kids program for kids whose parents need some time to themselves. The atmosphere is informally elegant as befits a first-class resort in Hawaii, and the service is extraordinary.

If you visit in May, you can partake in the Big Island Bounty festivities where both the Hawaii regional cuisine and mainland chefs are showcased. (Rooms \$225 to \$495 seasonal. Reservations—800-885-2000.)

Big Island dining choices are numerous. Sam Choy's serves authentic island fare such as moco loco and poki, or sauteed marlin with steamed rice. The dining room at the Ritz Carlton offers such delectable fare as wok-seared pheasant with a shitake and ohalo berry sauce, or Lanai venison with a spicy peanut and ginger sauce.

You may also dine al fresco as you enjoy not only the food, but marvelous service as well. Finally, at Opelo Plaza, Route 19, in

Waimea, is Merriman's, another top-rated restaurant. Peter Merriman serves some of the most innovative cuisine I've had the pleasure of sampling, including Puna goat cheese baked in filo dough and crispy sauteed opakapaka rubbed with a Thai chili blend. The service was outstanding—this was one of the top three dining experiences of the trip. (Entrees in the \$18 to \$25 range.)

The island has many sights worth visiting: Akaka Falls, Punaluu black sand beach, Waipo Valley via a jeep tour, the city of Refuge, Kona coffee plantations, and macadamia nut factories. But if you only have time for one trip, it should be Hawaii Volcano National Park, about 2-1/2 hours from the Kohala coast area, whether you take the northern or southern route.

Kilauea volcano is not only active, but is still erupting from the crater of Pu'u 'O'o on its eastern slope. Stop at the Visitors Center first and view the incredible 15-minute film that showcases recent eruptions of Mauna Loa (1984) and

Mauna Ulu (1974), and see Pu'u 'O'o with its incredible fountaining and rivers of fire. Hawaii's volcanoes are often referred to as "drive in" volcanoes because of their relatively benign eruptions. Fumes, however, can be hazardous to your health. Take the crater rim drive, stopping at such highlights as the Thurston Lava Tube; Kilauea Iki, where you can hike down into and across the crater floor (about 2 hours); and Halemaumau, a crater within the Kilauea caldera which is the legendary home of Pele, the fire goddess, replete with sulfur deposits and steaming vents. Then head down Chain of Craters Road.

There is a 3-mile, round-trip hike beginning at the Mauna Ulu parking lot and crossing 1973-74 lava flows, that takes you to the top of a 150-foot prehistoric cinder cone for views of still-erupting Pu'u 'O'o, Mauna Loa, Mauna Kea, Kilauea and the Pacific Ocean. For the more adventurous: drive to the end of Chain of Craters Road (about 23 miles), where it is blocked off by the park service due to a recent lava

flow. Turn around and park. Then hike for about a 1/2 mile to a vantage point where you can see clouds of steam rising from where the lava is dripping into the sea. Caution: the clouds contain hydrochloric acid, which is extremely hazardous to one's health. If the wind starts blowing the cloud towards you, leave immediately. Views are particularly spectacular at night when the red glow of the lava can actually be seen. Check with park rangers at the Visitor Center for local conditions before starting out.

This is quite a compressed version of our trip, but we've covered most of the hot spots. Inter-island transportation is most efficient if you fly on Aloha Airlines, which has the best on-time record amongst local carriers. Most major airlines fly to Oahu and sometimes on to Maui. During daylight savings time, Hawaii is three hours behind Pacific time. For additional information, call the Hawaii Visitors Bureau at 808-923-1811. ▲

THE COURTYARD...

Palm Springs' Most Prestigious Business Address

The Courtyard Welcomes the Following New Tenants!

THE COURTYARD EXECUTIVE SUITES

DCG INVESTIGATIONS - A complete investigative firm specializing in the civil/domestic arena, providing asset and financial searches as well as providing Executive Protection. Dave Goodwin & Jeff Rackleff, Owners. 619-778-7111.

THE MENTOR GROUP - John Glenn, Managing Director of the Mentor Group, a full service national valuation, appraisal and consulting firm. TMG consist of senior professionals who are experienced and expert in valuing nearly every type of business for virtually any purpose. 619-325-6411.

PETERSON FINANCIAL SERVICES - Offering complete Finance Accounting, Tax Preparation, SBA Loan Accounting and Litigation Support Service. Also offering small business management consulting & computer hardware/software expertise. 619-778-4244.

KRITZER & BLANKENSHIP - Lawrence Kritzer, also with offices in San Bernardino, handles Estate Planning & Probate, Real Estate Development & Business Litigation. 619-322-4468.

JUDY SEGERSTROM, ATTORNEY AT LAW - Operating in the general practice of law with emphasis in personal injury, family law and conservatorships with extensive experience in medical malpractice and workers compensation. 619-322-1918.

A TPM Holding, Inc. Property
777 East Tahqueta Canyon Way, Palm Springs

GROUND LEVEL

OMNI BAR & GRILL - Opening in late July, OMNI will offer a full bar and grill with patio dining and a "late night menu".

FELY'S HAIR SALON - A most welcomed addition to the services here at The Courtyard. A full service hair & nail salon. Courtyard Tenants should take advantage of a 10% discount by presenting this edition of "What New at the Courtyard?". 619-322-5823.

BUYERS ONLY REALTY - Felicity & Robert Binkow, Owners. "The Buyer's Agent." The valleys only real estate firm exclusively representing buyers. If you're serious about buying real estate, they're serious about saving you money.

THIRD LEVEL

DESERT EMPIRE TRAVEL - Currently in Suite # 312, Desert Empire Travel has expanded into an additional 582 square feet. They are definitely on the move! 619-864-1300.

EXPO CATERING, INC. - A full-scale food service organization, specializing in large and elegant banquets, receptions of all types, grand theme parties and off-site catering and various fast food concession needs. (Exclusive Caterers of the Palm Springs Convention Center) 619-778-2740.

HIMES & ELLIS, A PROFESSIONAL LAW ASSOCIATION - Mark Ellis, Victoria Berry and James A. Jackson, Attorneys at Law, specializing in Commercial Insurance Defense, Personal Injury, General Liability, Real Estate, Business Litigation, Family & Criminal Law. 619-778-5540.

COURTYARD LEASING INFORMATION CONTACT
TAMMY PEREZCHICA
619-325-1262

The California Environmental Quality Act Interjects Environmental Values in Public Decision Making

Continued From Page 9

defending a government action under the Act. In most cases today, the parties participate in the CEQA process in good faith, hoping to help shape a project and mitigate adverse impacts.

Litigation is normally pursued when an agency is unresponsive to the concerns of the public, fails to candidly assess impacts or fails to consider alternative or mitigative measures. Sometimes litigation will effectively stop a project, but more often than not, successful litigation results in a better, more environmentally sensitive project. And the most significant impact of CEQA has not been with regard to the projects which have been litigated, but the hundreds of thousands of projects which are more sensitively designed simply because the project proponents realize they will be subject to public scrutiny.

Like those businesses that have discovered that using pollution

prevention to comply with laws restricting the use and disposal of toxics may actually save the company money, an intelligent developer will seek ways to design projects that are welcome in the community, will recognize that some projects are incompatible with surrounding uses and will accept that some open land must be maintained.

While it certainly is possible to further streamline and refine California's environmental laws, it is short-sighted and foolish to weaken them in the name of the economy. Ultimately, nothing could be as detrimental to California's economy as ignoring the need to maintain, and indeed improve, the quality of our lives. That quality is inexorably linked to the quality of the environment. Gutting CEQA in the name of economic growth will eventually kill the goose that laid the golden egg that has been the California dream of a better life. ▲

Rideshare Agency Gets New Marketing VP

Sheila Irani has been named vice president of marketing for Commuter Transportation Services, Inc., Southern California's regional rideshare agency. Irani oversees research; development of new products related to improving the delivery of transportation information and increasing use of High Occupancy Vehicle lanes; development of collateral; and public, government, and corporate relations.

Irani previously served as national director of transit services for The Voucher Corporation, marketing mass transit subsidies.

The nation's oldest and largest ridesharing agency, CTS works with some 5,000 major employers and commuters in Los Angeles, Orange, Riverside, San Bernardino and Ventura counties, providing information and other

services designed to improve regional mobility by promoting alternatives to the solo commute. The alternatives—including carpooling, vanpooling, mass transit, flexible work hours and alternative work schedules—allow increased utilization of the region's transportation infrastructure. Collectively, they are known as "transportation demand management."

Irani received a masters in business administration degree from the University of California, Los Angeles, Anderson Graduate School of Management and bachelor of arts degrees in economics and psychology from UCLA.

She is a member of the board of directors of University Catholic Center Alumni Association, UCLA, and a member of the Big Sisters of Los Angeles program. ▲

NAFTA — Opportunities for Inland Empire Businesses

If your business is looking to take advantage of the opportunities that NAFTA presents, then the Business Partners breakfast roundtable forum being hosted by California State University, San Bernardino's School of Business and Public Administration is for you.

To be held Wednesday, Aug. 24, from 7:30 to 9:00 a.m. at the campus' Jack Brown Hall, the forum is designed for those wanting to explore doing

business in Mexico. Speakers will discuss the issues and challenges you should plan for in evaluating the opportunities NAFTA presents, such as market access and cultural, legal, financial, environmental and government issues and regulations.

Speaking will be: Ernesto Reza, a professor of man-

agement at Cal State San Bernardino who has written several articles on the NAFTA treaty and the opportunities and challenges it presents; Richard Mejia, Jr., a partner at Ernst & Young with over 23 years experience and who specializes in manufacturing and high-technology companies and businesses with international operations; and Diego Romero, a partner with Ernst & Young in Tijuana, Mexico.

The cost to attend the breakfast is \$25 for the general public, \$100 for corporate groups of five, \$15 for Business Partners and \$50 for Business Partners corporate groups of five. For more information or to reserve a seat, call the School of Business and Public Administration at (909) 880-5700. ▲



"Southern California Business Focus"

**From 7:00 pm - 7:30 pm
Monday Thru Friday**

Features Discussions on a Variety of Business Issues
Recent Guests Include . . .

- Congressman Dana Rohrabacher • Dr. Laura Schlessinger •
- Mark Victor Hansen • Darrell Paulk • Elizabeth Caulder •
- John Thornton • Sal Briguglio • Jerry Eaves •
- Senator John Lewis • Mike Schenker • Stan Statham •
- Mary Ellen Drummond • Senator Ruben Ayala •
- Robert Mondavi • Mary Scarpa •

For Information call Richard Sandoval (909) 391-1015 Ext. 21

REAL ESTATE FOCUS

Local Lenders Share Ideas

Top loan officers and managers from 13 local mortgage companies met for the third time recently to share strategies to better serve local homeowners, homebuyers and realtors. The Lender's Roundtable, a collection of top loan officers from the East San Gabriel Valley, Inland Empire and North Orange County, meets monthly as an elite group of industry leaders. The group was founded by William Gross of CTX Mortgage Company in Diamond Bar, and Shideh Daneshmand of Plaza Home Mortgage in Rancho Cucamonga, two long-time industry veterans and top producers.

"The meeting gives us a chance to develop professional relationships and to learn the latest strategies of the top producers," said Gross. "We have shared many exciting ideas to increase business for our client realtors and to offer better service and programs to borrowers."

"The foundation of the Lenders Roundtable is based on Napoleon Hill's book 'Think and Grow Rich,'" explains Daneshmand. "A noteworthy passage states 'No two minds ever come together without, thereby, creating a third, invisible, intangible force which may be likened to a third mind.' We took this concept and made it a reality."

For more information on the Lender's Roundtable, or the qualifications necessary to join, contact either: William Gross (909) 612-5600 or Shideh Daneshmand (909) 466-0922.

Directors Mortgage Touches Over 2,000 Families in the First Quarter

Riverside—Directors Mortgage Loan Corporation, the nation's largest privately-owned mortgage company, provided more loans to homebuyers in the first quarter of 1994 than any other mortgage lender in Southern California. Directors beat out Countrywide Savings and

Home Savings of America in the number of loans offered to homebuyers from January 1 to March 31, 1994. According to The Data Quick Report, Directors Mortgage furnished 2,027 families and individuals with over \$271,000,000 in necessary funds to purchase homes. This is just under 5 percent of the total number of mortgage loans offered in the Southland, and the third highest dollar volume of loans in Southern California.

Directors Mortgage Loan Corporation, acquired by the late A. Gary Anderson in 1976, services over \$13 billion in mortgages for homeowners in over 36 states for financing and refinancing needs.

Area Real Estate Market Shows Promise and Problems

The Real Estate Research Council of Southern California, based at Cal Poly Pomona, had some good news and some bad news for home sellers. In its first quarter report for 1994, home sales were up 24 percent from a year ago. This represents the highest first quarter since 1990. However, home prices fell again, interest rates rose, and foreclosures remained high.

Measured by county, Los Angeles sales were up 17 percent, Orange gained 39 percent, Riverside rose 36 percent, San Bernardino was up 23 percent, Ventura rose 17 percent, San Diego jumped 30 percent, and Santa Barbara gained 35 percent.

Home prices for April 1994 fell an average of 6 percent from a year ago. Measured by county, the decline was 7 percent for Los Angeles, Orange and Riverside. San Bernardino had the highest decline: 9 percent; while Ventura, San Diego and Santa Barbara counties had the lowest declines at 4, 3 and 2 percent, respectively.

From a base of 100.0 in April 1990, the average Home Price Index for the seven-county area fell to 84.7 in April 1994, a decline of 15.3 percent. ▲

Inland Empire Business Chronicle

At Deadline

Continued From Page 3

the new Mountain Area Rapid Transit bus system in the mountains.

- The fare for the 18-mile, 45-minute ride would be about \$10.

About 5 million people in more than 2.5 million vehicles travel to Big Bear Lake annually, polluting the forests with smog. Many more don't come only because of the drive.

According to Wes McDaniel, executive director of SANBAG, a tram or railway would create a secure, accessible mode of transit year around for recreationists, tourists and residents.

Many Big Bear residents and business people are enthusiastic about the prospective tram, but acknowledge that the cost would be prohibitive. "A tram would cost about \$100 million, while a railway would be close to \$300 million," said Walt Dwyer, a Big Bear Lake city councilman and SANBAG board member. He added, "Highway grants or air quality funds could pay for much of the cost."

Rich McGarry, Bear Mountain's vice president for mountain services, is very excited about the prospect. "It would be tremendously positive for the mountain area," he said. "I don't think this is a pie-in-the-sky idea anymore. I think it is very real."

CBE Claims AQMD is Unfair

Citizens for a Better Environment (CBE) has charged the South Coast Air Quality Management District (AQMD) with trying to get state law

revised to shield the smog-trading program known as RECLAIM from legal challenge.

"The AQMD's actions make it clear that they know RECLAIM is illegal," said Jim Jenal, CBE's Clean Air Program director. "The AQMD ignored the public's concerns when it adopted this scheme. Now they want to cheat the public out of our day in court. This is outrageous behavior on the part of an agency charged with protecting the public's health."

On June 14, CBE filed a lawsuit in Sacramento Superior Court alleging that RECLAIM would allow more pollution to be poured into the air than would the previous plan that it replaced. According to Jenal, the language being "shopped around" by the AQMD in Sacramento was clearly intended to block CBE's suit. One part of the AQMD's proposed amendments says, "No action alleging that adoption of [RECLAIM] failed to comply with [state law] may be maintained if such rules were adopted by a district prior to July 1, 1994." RECLAIM was adopted by the AQMD on Oct. 15, 1993.

"The AQMD has a legal requirement to clean the air at least as well as they promised us the old plan would, but RECLAIM doesn't do that. The AQMD should have amended RECLAIM if they wanted to protect the public's health, but instead they are trying to change the rules," Jenal said. "We are confident we would win in court and apparently so is the AQMD — these amendments are intended to put the AQMD above the law." ▲

CHART #1

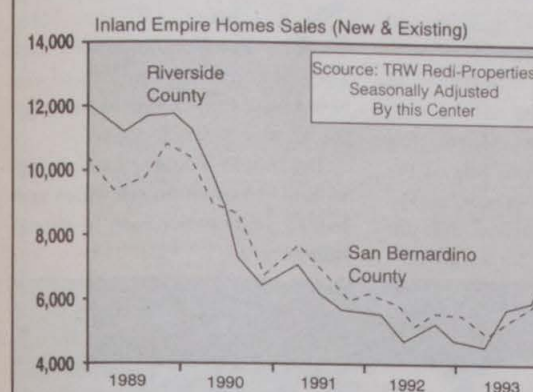


CHART #2

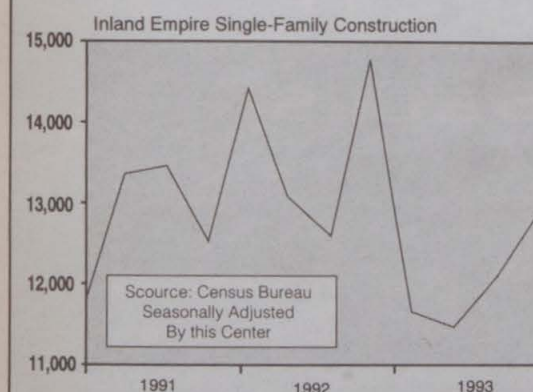
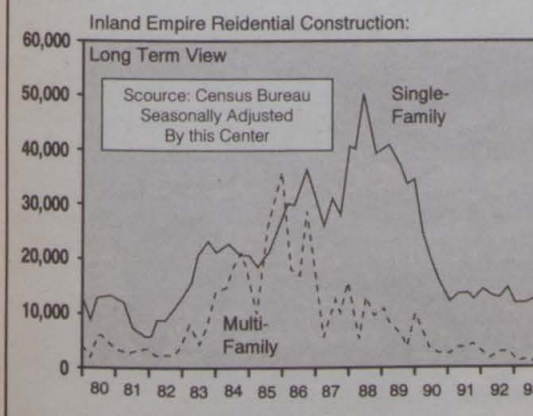


CHART #3



have eight major anchor tenants and 18 restaurants.

The mall is expected to open in time for the 1996 Christmas shopping season and to provide 5,000 permanent jobs as well. It is expected to generate \$300 million to \$400 million in annual sales, which means \$3 million to \$4 million in sales taxes for the city treasury.

Loma Linda's Mayor Robert Christman said, "If this development goes through, it could be the salve that heals our budget problems. I'm very excited."

Big Bear Tram Under Study

San Bernardino Associated Government officials have commissioned a \$300,000 study to look into the feasibility of an aerial tram or ground railway from the San Bernardino Valley to Big Bear Lake. The study will be paid for through a federal fund of oil-company fines and will analyze which system would work best and how much it would cost. It is expected to take a year to finish.

Projections for the tram include:

- A starting point of either Highland or San Bernardino International Airport, ending at either Snow Summit or Bear Mountain ski areas.

- A possible fork at Running Springs, with a separate line leading to Lake Arrowhead or Crestline.

- Riders could connect with Metrolink or Omnitrans in the valley or

THE INLAND EMPIRE'S ONLY NEWS/TALK RADIO

.....
CNN INTERNATIONAL AND
NATIONAL NEWS EVERY HOUR

.....
LOCAL NEWS EVERY HALF HOUR
LOCAL TRAFFIC EVERY
FIFTEEN MINUTES



**CNN NEWS AM 1350
KCKC**

Inland Empire Business Chronicle

People, Places, & Events

State of the County Luncheon

Montclair—The Montclair Chamber of Commerce Legislative Committee is sponsoring an "Issues & Answers" luncheon on the subject of the state of the county. The speaker at the event will be San Bernardino County Supervisor Larry Walker.

The luncheon is scheduled for 11:30 a.m. Thursday, July 28, at the Blackboard Restaurant, 8891 Central in Montclair. The cost is \$15 and reservations are required. The reservation deadline is Tuesday, July 26, so make them now by calling (909) 624-4569.

Director Named for Diabetes Treatment Center

Upland—Lynn Welniak has been appointed director of the Diabetes Treatment Center at San Antonio Community Hospital. Welniak is a registered nurse, a certified diabetes educator and a candidate for a master of science in nursing at Azusa Pacific University.

Welniak worked at San Antonio Community Hospital from 1982 to 1989 as a nurse educator, coordinating diabetes education programs and support groups.

New Officers Elected in Temecula

Temecula—The Temecula-Murrieta Economic Development Corporation has elected its officers for the 1994-95 fiscal year.

Doug Davies, a founding TMEDC member and long-time community activist, was elected president. Joan Sparkman, of Sharp Healthcare, will serve as vice president, Phil Oberhansley will serve as secretary and Derek Thomas remains as chief financial officer.

New Physiatry Program

Rancho Mirage—The Desert Orthopedic Center has added a physiatry program to its other orthopedic services. Jay D. Roberts, M.D., and David S. Wilgarde, M.D., both physiatrists, board certified in physical medicine

and rehabilitation, have come to the center to serve as co-directors of the new program.

A relatively new medical specialty, physiatry provides treatment of a variety of neurologic and musculoskeletal disabilities, such as traumatic brain injuries, spinal cord injuries, strokes, multiple sclerosis or lower back pain. The goal is non-surgical therapy that returns the patient back to their life as quickly and as close to their pre-injury functioning level as possible.

Gladkin New President of HDS

San Bernardino—Health Data Sciences Corporation (HDS) has selected Hewlett Packard Company senior executive Peter Gladkin to serve as its president and chief executive officer.

Gladkin, 46, was with HP for 23 years and is credited with turning HP's health care information systems business into one of the company's brightest prospects. The hiring comes at a critical time for HDS as it prepares for accelerated

growth in the United States health care system.

New Amwest Inland Empire Branch Manager

San Bernardino—Co-Chief Executive Officer John Savage has announced that Pat Dolan has been appointed the new Inland Empire branch manager for Amwest Surety Insurance.

Dolan was a senior underwriter with the Houston branch office and has 15 years experience in surety insurance. ▲

EXPLOSIVE CORPORATE VIDEO SELLS!

BECAUSE WHEN IT COMES TO EFFECTIVELY SELLING A PRODUCT OR SERVICE, NOTHING BEATS THE IMPACT OF A WELL-PRODUCED VIDEO. AND THE BEST PART, OUR "AWARD-WINNING" CREATIVE STAFF WILL GUARANTEE YOU THE BEST VALUE IN TOWN. REGARDLESS OF YOUR BUDGET.

Daily Planet Productions, Inc.

STOP MAKING EXCUSES

CALL ART KEMP AT:

(909) 391-1015 EXT. 37

Inland Empire Business Chronicle

Classifieds

CLASSIFIED ORDER FORM

FAX 909-391-3160
FAX or MAIL

DISPLAY RATES: \$70/inch; 1" min. LINE RATES: \$11.65/line; 6 lines min. Avg. 30 characters/line. Frequency discounts available for BOTH display & line. CONFIDENTIAL BOX CHARGE: \$25/insertion. Box # will be assigned by the publisher. Fill out form below in full. Use additional sheet of paper for ad copy. Type or write clearly. All ads must be prepaid - no exceptions. Send check, M.O., Visa, M/C, AmEx. Deadlines: 20th of the preceeding month for the following month.

Category: _____

Ad Copy: _____

Date(s) of Insertion: _____

Amount Enclosed: _____

Name: _____

Company: _____

Address: _____

City, State: _____

Credit Card #: _____ Phone: _____

Exp. Date: _____

To Mail This Form, Send to:
INLAND EMPIRE BUSINESS JOURNAL
305 Sacramento Place
Ontario, CA 91764
Phone orders also accepted - Call (909) 391-1015

Ad Deadline For August
is July 20th!

For Information on
Advertising Call

Bob Black At:
(909) 391-1015
ext. 28

Coming Soon

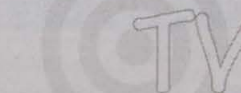
1995 Book of Lists

Reserve your advertising
space NOW!

(909) 391-1015 ext. 26

Corporate Video

Commercials • Training
Sales Tapes • Point of Purchase
Road Show Support • Video News Release



THE COST-EFFECTIVE EDGE
FOR TODAY'S LEAN TIMES

Call (909) 391-1015
Ask for Art Kemp

NEWSLETTERS PRODUCTION
Division of •
WYCKOFF ASSOCIATES, INC.

Get the attention of your
customers and employees.
Improve the bottom line.

We'll produce your Newsletter
from concept through design,
writing, printing and distribution
for one all-encompassing price.

CALL (818) 303-7282 TODAY
over 25 years experience

Wyckoff Associates, Inc.
Public Relations
Marketing Counsel
(818) 303-7282
FAX 303-8024

Crest Lodge and Mountain Resort

Quaint, cozy cabins and cottages,
nestled among tall trees.

Kitchens • Fireplaces
Cable TV • Heated Pool

AARP Discounts • Honeymoon Packages
Midweek Bargain Break Rates

Call for Reservations and Information...
(800) 675-5848 • (714) 338-2418

23508 Lake Drive • Box 22 • Crestline, CA 92325



WISE ABOUT MAIL

Five years ago our eagle was born into a slow but simple postal system. He learned ways to speed up mail, and to cut through postal regulations to make an effective mailing.

Many postal changes later, our eagle is still growing in wisdom. Often times, smarter than the Post Office.

If you need help with a mailing from 5,000 to 5 million pieces, we can serve you.

We will help you sort through the maze of postal regulations, to save you the most money possible.

We serve businesses that mail newsletters, magazines, promos, self-mailers, catalogs, or any other type of mail. Our customers benefit from experience we have obtained from working with the Post Office.

Let our wisdom help you work smarter not harder.



**Southern California
Bindery & Mailing, Inc.**
13626-F Monte Vista Ave., Chino, CA 91710
(714) 628-9577 • FAX (714) 628-3987



Moreno Valley Chamber of Commerce
"Good Business Builds a Better Community"

MORENO VALLEY EXPO
A BUSINESS & COMMUNITY EVENT
SEPT. 17, 1994 • 10:00A.M. - 5:00 P.M.

At Canyon Springs Plaza Shopping Center
north of the freeway 60 at Day Street

A great opportunity to promote your business!

Call the Moreno Valley Chamber of Commerce office today for information
about booth space, price and availability
(909) 697-4404

Inland Empire Business Chronicle *Chamber of Commerce* H a p p e n i n g s



**Corona Chamber
of Commerce**
Sept. 24-25, 1994

Antique Airplane & Classic Car Show

Adults \$5.00 • 12 yrs. & under free
Family Carnival & Rides
Business, Craft And Food Booths Available • (909) 737-3350

The Greater Riverside Chambers of Commerce

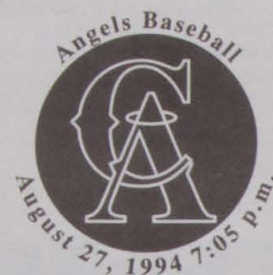
Presents
Riverside Night at Anaheim Stadium

California
Angels

Vs.

Cleveland
Indians

Tickets: \$5.00
per person



For
Tickets
contact the
Chamber of
Commerce at:

(909)
683-7100

LOMA LINDA CHAMBER OF COMMERCE

The Total Community Chamber

Make 1994 the year YOU become a part of it.

- Weekly Breakfast Club Meetings
- Monthly Mixers
- Luncheon Seminars
- Legislative Updates
- Advertising and Promotional Opportunities
- Business Retention Assistance

We Work For You!
For membership information, call (909)799-2828

Montclair Chamber of Commerce

5220 Bonito Street • Montclair • 91763 • (909) 624-4569

Montclair Police Department
Recognition Breakfast

Wednesday, July 13, 1994 • 7:30 a.m.

Montclair Community Center

\$20 Includes hosting a police officer.

Issues & Answers Luncheon

"State of the County"

Supervisor Larry Walker

Thursday, July 28, 1994 • 11:30 - 1:00

Blackboard Restaurant \$15 per person.

The public is invited to attend both events.
RSVP to the Chamber office.

TEMECULA VALLEY CHAMBER OF COMMERCE

"Miss Teen" and "Mrs. Temecula" Pageants

Saturday July 23rd

At the Temecula Commerce Recreation Center
Deadline June 20th



For more information call or write to:
Temecula Valley Chamber of Commerce
27450 Ynez Road • Suite 104 • Temecula, CA 92591
(714) 676-5090



& The Redlands Professional
Firefighters Association Presents



July 16th at the University of Redlands Quad

FREE Admission • Come join the fun!

UPLAND CHAMBER OF COMMERCE

Third Annual

**Frank Abbott Memorial
Golf Tournament Best Ball Scramble**

Join us for the Inland Empire's most unique and fun golf tournament!!!

Mark your calendars now for

Wednesday Sept. 21, 1994, at the Upland Hills Country Club

Call the Upland Chamber of Commerce for information
on how to get on the list for this "One of A Kind" Tournament!
(909) 931-4108



join us for

ANNUAL BUSINESS EXPO

Marriott's Desert Springs Resort

September 7, 1994

3:00 p.m. - 8:00 p.m.

Booth space: Members \$125 • Non Members \$175

Electrical Fees \$50

Call Chamber for details (619) 346-6111

Inland Empire Business Chronicle *International Trade Leads*

Hungary

3922 Baths, Wash Basins
3917 Tubes, Pipes and their fittings
2523 Cement

Product Data

A. Detailed Product Description: Iron, steel, and plastic construction materials, metal plates, copper and plumb pipes, building materials, floor and wall covering tiles, public utilities connections (gas, water, heating) and elements, heat and sound insulation materials for buildings, internal construction elements.

B. Product Specification/Technical Data: Various

C. Quantity: Contract Dependent

D. U.S. Dollars Value: Regular supply in a few thousand dollars value per month

E. Purchase Needed By: Continuously

Response Data

A. Response Language: English/German

B. Best Way To Respond: By letter or fax

C. From Manufacturers Only: Yes

D. Information Desired From U.S. Firm: Product and novelty products/technologies

F. Other Information: None

Company Data

A. Type of Business: Private limited liability company

B. Year Established: 1983

C. Number of employees: 45

D. Annual Sales: U.S.D. 5 Million

E. Member of Business Chamber: National Association of Entrepreneurs

F. Bank Name and Address: National Bank of Hungary; National Saving Bank, Budapest, Hungary

G. Number of U.S. Firms Represented: None

H. Other Information: The company has 7 stores (one of them exceeds 120,000 sq. ft.) all around the capital, the 8th, that will be the biggest, is under construction.

Post Remark: This is a well-known enterprise offering 9100 different products basically for those who build or repair their homes.

Contact

Ms. Ist Van Schober,
Commercial Manager
Bona Vasker
H-1181 Budapest, Besence U.3.,
Hungary

Phone: (361) 148 - 8915
Fax: (361) 148 - 6839

Please send a copy of your response to:

Commercial Section (FCS-
TOP)

American Embassy
Budapest
APO AE 09213 - 5270

Ukraine

441010 Particle Boards
940390 Parts of Furniture
293361 Melamine
391990 Sheets of Plastic,
Self-Adhesive

Product Data

A. Detailed Product Description: Particle boards: One side covered with melamine, plastic veneered of the following colors: walnut, tea, oak, cherry, marble, birch; 20 MM thickness, more than 1.9 meters wide; Parts of furniture: Furniture segments made of particle board (20 mm thickness); finishing parts and bindings made of synthetic materials of various configurations; bed mechanisms for upholstered furniture; furniture accessories (handles, legs, catches, locks); melamine of the following colors: walnut, tea, oak, cherry, marble, birch; Preferably with glue bases for top and side surfaces of furniture articles; Plastic sheets of the following colors: walnut, tea, oak, cherry, marble, birch

B. Product Specifications/Technical Data: N/A

C. Quantity: N/A

D. U.S. Dollar Value: \$70,000

E. Purchases Needed By: August 1, 1994

F. Other Information: Payment Terms- LC, Shipping Terms - SIF KIEV

Response Data

A. Response Language: English

B. Best Way to Respond: By fax

C. From Manufacturers Only: No

D. Information Desired From U.S.

Firm: Company profile, catalogs and price lists

E. Primary Buying Factor: Expanding market, desire to diversify range of products and set up furniture manufacturing facilities
F. Other Information: The company is seeking to set up permanent long-term partnership

Company Data

A. Type of Business: Retailer of furniture for sitting room, bedrooms, kitchens, halls and bathrooms and office furniture. The company has a wide network of selling exhibitors. The company is planning to set up its own furniture manufacturing facilities.

B. Year Established: 1993

C. Number of Employees: 50

D. Annual Sales: N/A

E. Member of Business Chamber: No

F. Bank Name and Address: Expobank; 2/4 Volodarskoho St., Kiev, Ukraine, 252135

G. U. S. Firms Represented: N/A

H. Other Information: N/A

Post Remarks: The company conducts trade shows and exhibitors in Kiev, Dniprodzerzhinsk, Zhytomyr, Zaporizhzhia, Kremenchuk, Odessa, and Simferopoland has access both to Ukrainian, and NIS markets. The company is seeking long-term partnership including the possibility of setting up a joint venture. LKS readily provides a list of its clients for references. The company has experienced personnel and management. At present LKS imports furniture from the Czech Republic, Slovakia and Austria. LKS has already contacted USFCS Kiev with top requests and is satisfied with the quality of this program.

Contact

Mlally/Miller

#4, 27 Dmitrievska St.
Kiev, Ukraine, 252054

Phone: (044) 221-73-44
Fax: (044) 216-33-41

Please send a copy of your response to:

Commercial Section (FCS-Top)
American Embassy
Kiev

Dept. Of State
Washington DC 20521-5850

Japan

847989 Educational Robot

Product Data

A. Detailed Product Description: Robot for school education

B. Product Specifications/Technical Data: The firm requests manufacturer contact Ms. Yamamoto for details.

C. Quantity: 1 Unit

D. U.S. Dollar Value: Unknown

E. Purchases Needed By: ASAP

Response Data

A. Response Language: English

B. Best Way To Respond: Fax

C. From Manufacturers Only: Yes

D. Information Desired From U.S. Firm: Product information, price

E. Primary Buying Factor: Quality and Credit

F. Other Information: Trial order is one unit, but plans to be an agent for U.S. firm if firm satisfies with sample robot (U.S. made only). The firm contacted several U.S. robot suppliers, but they supply non-U.S. robot.

Company Data

A. Type of Business: Manufacturer

B. Year Established: 1939

C. Number of employees: 430

D. Annual Sales: Over \$250,000

E. Member of Business Chamber: Yes, Shimizu Chamber of Commerce

and Industry, Shimizu City

G. U.S. Firms Represented: None

Post Contact: Kcurtis/ Mondale

Contact

Ms. Machiyo Yamamoto,
Ass't Manger Seiko Corp.
Shimizu City
Shizuoka Prefecture 424

Phone: 81/543/66-0111
Fax: 81/543/64-7318

Please send a copy of your response to:

Commercial Section (FCS Top)
American Embassy
Tokyo
Unit 45004
APO AP 96337

Inland Empire Business Chronicle

Steven Alonge fdba Steve Alonge Financial Service, fdba Pacific Palms Realty, faw Pacific Palms Home & Investment, Inc., 27820 Avenida Quintana, Cathedral City; debts: \$520,103, assets: \$20,254; Chapter 7.

Gregory Michael Brodzinski, fdba Business Aviation Service, 9806 Bolton Ave., Riverside; debts: \$245,870, assets: \$140,200; Chapter 7.

Michael Francis Brown, Victoria Ann Brown, fdba Quality Landscape & Design, 37421 Cole Creek Court, Murrieta; debts: \$257,106, assets: \$150,854; Chapter 7.

Matthew Carroll, Catherine A. Carroll, dba Bob's Produce Service, 13363 Sunflower, Moreno Valley; debts: \$886,047, assets: \$155,325; Chapter 7.

Carlos A. Diaz, aka Carlos Adolfo Diaz, Emestina Diaz, fdba Southland Masonry, 148 East Main St., Highgrove; debts: \$604,950, assets: \$241,850; Chapter 7.

Richard Von Harrel, Janet Lynn Harrel, fdba Design West Concrete, fdba RJ Construction, 44-090 Delea Circle, La Quinta; debts: \$259,040, assets: \$29,275; Chapter 7.

Brian Kelly, Kelly Audio, X Ponent Audio & Homes Theater, 7930 Haven Ave., #5, Rancho Cucamonga; debts: \$287,425, assets: \$3,705; Chapter 7.

Dennis R. Murphy, Linda P. Murphy, faw Execusystems Realtors, 555 West 29th St., San Bernardino; debts: \$267,948, assets: \$218,070; Chapter 7.

Gregory Alan Nicholson, Alice Ada Nicholson, fdba Nicholson's Unocal, 28993 Palisades Drive, Lake Arrowhead; debts: \$251,447, assets: \$15,500; Chapter 7.

James George Petcel, Katherine T. Petcel, fdba Expert Tire & Wheel, 12655 Pruitt Court, Grand Terrace; debts: \$468,457, assets: \$207,587; Chapter 7.

PTI Acquisitions Inc., 8780 19th St., Suite 195, Alta Loma; debts: \$4,182,600, assets: \$5,125,000; Chapter 11.

Ronald Dan Scott, aka R.D. Scott, Ron Scott, Patricia Ann Scott, aka Pat Scott, Scottie, Mrs. R.D. Scott, fdb RS Associates, 9595 Manitoba Place, Riverside; debts: \$337,229, assets: \$197,626; Chapter 7.

Solutions Recovery Services, Inc., 29373 Rancho California Road, Temecula; debts: \$212,740, assets: \$56,600; Chapter 11.

Dary Jay Shumaker, Cindy Lou Shumaker dba Dary's Roofing, 17744 Osbourne Ave., Chino Hills; debts: \$417,270, assets: \$247,550; Chapter 7.

Rex R. Torrez, aka Rex Torrez, Elaine S. Torrez, aka Elaine Torrez, dba MicroRadian Engineering, 3160 Timberline, Corona; debts: \$237,462, assets: \$199,720; Chapter 7.

G. Aloha wiwoole Altman, aka G. Aloha Altman, Aloha Altman, faw Ice Dream International, 39-200 Palm Greens Parkway, Palm Desert; debts: \$292,226, assets: \$19,075; Chapter 7.

Patrick Apodaca, Lariann Apodaca dba Pertect Clean (Chem-Dry), 15501 Oakdale Road, Chino Hills; debts: \$299,064, assets: \$220,475; Chapter 7.

Robert E. Bellamy, Nyla M. Bellamy, aka Nyla M. Espinoza, 31953 Sauvignon Circle, Temecula; debts \$329,650, assets: \$220,500; Chapter 7.

David L. Bigelow, Dixie L. Bigelow, fka Dixie L. Steptoe, fdba Dave's Tractor Service, 9347 Hickory Ave., Hesperia; debts: \$236,327, assets: \$99,450; Chapter 7.

Edward Dunphy, Colleen Dunphy, aka Colleen Groh, fdba Monarch Termite Control, 1466 N. Second Ave., Upland; debts: \$514,127, assets: \$156,950; Chapter 7.

Diane B. Bergoff, fdba Whispering Winds Florist, 7168 Etiwanda Ave., Rancho Cucamonga; debts: \$406,026, assets: \$34,426; Chapter 7.

Leslie R. Buzbee, Dolores A. Buzbee, dba Buzbee Appliance Repair, 27439 Senna Court, Temecula; debts: \$214,500, assets: \$161,420; Chapter 7.

Richard Dean Carter, aka Richard D. Carter, Lauren Dee Carter, aka Lauren D. Carter, faw LBJ Incorporated, 8401 Highway 49, #28, Plymouth; debts: \$167,368, assets: \$286,680; Chapter 7.

George Leslie Chapin, Esther Chapin, aka Ester Chapin, Esther E. Chapin, fdba Chapin Floor Covering Distributors, Chapin Floor Covering Supplies, 25925 Faircrest Circle, Hemet; debts: \$205,200, assets: \$120,250; Chapter 7.

Barbara Carol Gordon, faw Shelter Information Systems, Inc., aka GVW Enterprises, Inc., dba All World Travel, 247 West 26th St., San Bernardino; debts: \$246,788, assets: \$1,810; Chapter 7.

Dennis Paul Horton, aka Denny Horton, Kathryn Lee Horton, aka Kathy Horton, aw Big Deal Design, a California Partnership, 28194 North Bay Road, Lake Arrowhead; debts: \$236,816, assets: \$203,119; Chapter 7.

Raymond Xavier Joya, aka Raymond X. Joya, fdba Big Top Liquor, 2481 Pointe Coupe, Chino Hills; debts: \$48,169, assets: \$231,450; Chapter 7.

David Kim Lerma, Becky Jean Lerma, aka Becky Jean Bailey, faw W & L Inc., dba Hallmark West Realty, 29100 Maltby Ave., Moreno Valley; debts: \$578,389, assets: \$151,140; Chapter 7.

Dean Messiana, fdba Calitornia MICA, 29-9 Saw Grass Circle, Palm Desert; debts: \$202,761, assets: \$24,020; Chapter 7.

National Investors Club of the Air, 2300 South Mills Ave., Pomona; debts: \$468,431, assets: \$1,000; Chapter 7.

Lisa Lea Nocero, aka Lisa Lea Hunt, dba LeSole Tanning, faw LeSole Tanning II, 39356 Via Temprano, Murrieta; debts: \$427,530, assets: \$263,550; Chapter 7. ▲

Bankruptcies

Inland Empire Business Chronicle

New Business Listings

Philip Jackson 25711 Clifton Ct., Moreno Valley, CA 92553 2/14/1994 Philip Jackson

Power Cleaning 25160 Dana Lane, Moreno Valley, CA 92553 1/31/1994 Raymond Casiano

Pro Guard 14209 High Noon Court, Moreno Valley, CA 92553 2/08/1994 Larry Brock

Saleem Zmily 23750 Alessandro Blvd., Moreno Valley, CA 92553 2/07/1994 Saleem Zmily

Spinal Perfection 13373 Perris Blvd. #E410, Moreno Valley, CA 92553 2/01/1994 Kim Black

Strictly V-Dub 26154 Dracaea, Moreno Valley, CA 92555 2/08/1994 John Gotzon

Sugarhill Janitorial Services 25131 Sugarhill Road, Moreno Valley, CA 92553 2/01/1994 Gregory Simmons

Sunnymead Auto Supply 24528 Sunnymead Blvd., Moreno Valley, CA 92388 2/08/1994 Analaran Inc.

Triple J Graphix 16338 Parkside Lane, Moreno Valley, CA 92553 2/03/1994 Karen Riano

Tv Shop 22700 Alessandro Blvd., Moreno Valley, CA 92553 2/21/1994 Dorothy Clark

United Southwest Const. Co. 13124 Balboa Ln., Moreno Valley, CA 92553 2/02/1994 Agape Builders Inc.

Win'r 24594 Sunnymead Blvd, #O, Moreno Valley, CA 92553 1/31/1994 Carie Allen

Home Medical Services 10313 Lake Summit Dr., Morneno Valley, CA 92557 2/21/1994 Richard Segovia

J M Interior Motive 11049 Vale Dr., Morongo Valley, CA 92256 2/14/1994 Marcella Hageraats

A Grape Escape Balloon Adventure 25225 Corte Sandia, Murrieta, CA 92563 2/01/1994 Paul Manning

Artifacts Pub 24525 Jacarte Dr., Murrieta, CA 92562 2/14/1994 Scott McMullen

Countree Glamour Salon 24710 Washington Ave. #2, Murrieta, CA 92564 2/14/1994 Marty Drips

Dirk's Landscaping 24831 Jefferson Ave., Murrieta, CA 92562 2/03/1994 Dirk Steffen

Edge, The 39600 Highbury Drive, Murrieta, CA 92563 2/03/1994 David Simpson

Express Financial Group 40575 California Oaks Rd, #D2/150, Murrieta, CA 92562 2/17/1994 Tim Andros

Go Mart Inc. 39840 Los Almos #1, Murrieta, CA 92362 2/14/1994 Go Mart Inc.

H K Equipment 38305 Maisel Ave., Murrieta, CA 92562 2/17/1994 Harve Koskovich

Info Services 39567 Via Dominique, Murrieta, CA 92563 2/03/1994 James Mc Coy

M & D Sales 40700 Vista Murrieta Drive, Murrieta, CA 92562 2/15/1994 Mary Keeling

Madera Contractors 25225 Jefferson, Murrieta, CA 92562 2/09/1994 Buroker Const. Inc.

Murrieta Koi Co. 20529 Via Santee, Murrieta, CA 92563 2/07/1994 Riben Pandes

Nevada Rayle 25720 Jefferson Ave., Murrieta, CA 92362 2/02/1994 Rayle Nevada Inc.

Nick's Electric Service 39770 Sunrose Drive, Murrieta, CA 92562 2/04/1994 Nick Musia

Pet Sitter, The 23733 Via Olivia, Murrieta, CA 92562 2/02/1994 Deborah Rollins

R D E Tech 39203 Foxglove Circle, Murrieta, CA 92563 2/02/1994 Emerick Robert

Rancho Oro Verde 23799 Via Madrid, Murrieta, CA 92562 2/18/1994 Patsy Willmore

Real Estate Loan Acceptance Co. 26876 Mandelien Drive, Murrieta, CA 92562 2/15/1994 Ron Dycks

Santos Torres 25490 Coraltreec #T, Murrieta, CA 92563 2/07/1994 Santos Torres

Science Explorers 30435 Novato Way, Murrieta, CA 92563 2/04/1994 Christine Mann

Shootist, The 24910 Washington Ave., Murrieta, CA 92564 2/03/1994 Steven Archbold

Snak Attack Vending 23799 Via Madrid, Murrieta, CA 92562 2/18/1994 Richard Willmore

Steve Mike 40485 Murrieta Hot Springs Dr. #D, Murrieta, CA 92563 2/14/1994 Steve Mike

Sunwest Specialties 41404 Magnolia St., Murrieta, CA 92562 2/04/1994 Susan Maxstadt

Townsend Trust 40103 Whiteleaf Lane, Murrieta, CA 92562 2/15/1994 Scot Townsend

Un Bridled Spirit 23869 Red Clover Ct., Murrieta, CA 92562 2/10/1994 Jorge Duarte

Water Gallery 24690 Washington St., Murrieta, CA 92564 2/09/1994 Alice Castro

Wenland 40760 Mt. Pride Drive, Murrieta, CA 92562 2/07/1994 Siamak Moayed

Silver Valley Ranch 33759 Hereford Road, Newberry Springs, CA 92365 2/10/1994 James Rossi

A C S Design Assoc. 5450 Roundup Road, Norco, CA 91760 2/16/1994 Arthur Suarez

Advanced Marketing Tech. 1527 1/2 Hamner, Norco, CA 91719 2/07/1994 Michael Mercer

Cambric & Associates 1700 Hamner Ave. #109/110, Norco, CA 91760 2/01/1994 Antyreon Cambric

Classic Design Masonry Construction 1391 5th St., Norco, CA 91760 2/18/1994 Ricky Farrell

D L S Steaming Cleaning & Pressure 3605 Silver Cloud Dr., Norco, CA 91760 2/14/1994 Darrel Druham

Far West Crane Services 3050 Shadow Canyon Circle, Norco, CA 91760 2/01/1994 John Costley

Horse Express 1971 Parkridge Ave., Norco, CA 91760 2/21/1994 Gary Hale

New Building Permits \$500,000 or Larger

ADD. COMM'L	ADD'N OF PRODUCE COOLER: LIC # 644406 Owner: Smiths Food & Drug, 4000 E. Airport Drive, Ontario, CA 91761 (909) 460-3219. Contractor: Hussman Corp., 13770 Ramona Drive, Chino, CA 91710 (909) 590-4910. Project: 4000 E. Airport Drive.
\$507,000 94	
NEW	6 SFR'S VALUED FROM \$87K - \$113K: LIC # 595283 Owner: Westwind Communities, 23167 Sunny Canyon St., Perris, CA 92570. Contractor: Davis F. Singerman, 3760 Convoy St. #33, San Diego, CA 92111 (619) 560-4629. Project: 23167-23237 Sunny Canyon St.
\$600,000 109	
NEW	13 SFR'S VALUED FROM \$78K - \$99K: LIC # 668215 Owner: Dermont Properties, 17300 Lake Pointe, Riverside, CA 92505. Contractor: Elsinore Homes, 2900 S. Bristol #A1, Costa Mesa, CA 92626 (714) 557-4286. Project: 17300 Lake Pointe, 17516-17532 Lyme, 17732-97 Montauk.
\$1,250,000 118	
NEW	5 SFR'S VALUED FROM \$82K - \$119K: LIC # 523968 Owner: Inco Homes, 1282 W. Arrow Hwy., Upland, CA 91786 (909) 981-8989. Project: 8975-8998 Rosilla Court.
\$530,000 23	
NEW	4 SFR'S VALUED FROM \$120K - \$139K: Owner: Forecast Group, 10670 Civic Center Drive, Rancho Cucamonga, CA 91730 (909) 987-7788. Project: 1205-1223 Taft Circle
\$540,000 24	

Source: One Step Ahead
phone: (800) 429-2220 or (714) 725-0711
Fax: (714) 642-7610

714-367-0198

New business mailing lists that mean business.

"What do you think of the meeting so far?"

"Well, it's certainly provided us with a look at the big picture."

©1991 Hyatt Corp.



Set amidst the stunning San Jacinto mountains, Hyatt Grand Champions Resort will give your next meeting a new dimension.

Our professional staff and fully equipped meeting facilities will accommodate you when it's time to work. A dozen tennis courts, four exquisitely landscaped pools and two Ted Robinson-designed championship golf courses, will accommodate you when it's time to play.

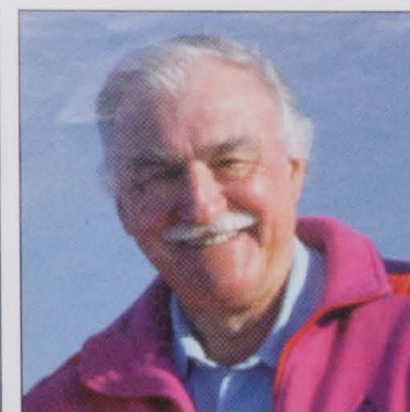
HYATT. WE'VE THOUGHT OF EVERYTHING.™



Hyatt Grand Champions Resort, 44-600 Indian Wells Lane, Indian Wells, California 92210, 1-619-341-1000.

Feel the Hyatt Touch at your next meeting. For 159 Hyatt Hotels and Resorts worldwide, call your travel planner or the Hyatt Group Desk at 1-800-882-1234. Hyatt Hotels and Resorts encompasses hotels managed or operated by two separate groups of companies—companies associated with Hyatt Corp. and companies associated with Hyatt International Corp.

Generations of Caring



*Over the years many things have changed...
Our dedication to providing you with quality healthcare hasn't.*



*Loma Linda University Medical Center
To find a caring physician please call 1-800-872-1212.*



11234 Anderson Street • Loma Linda, CA 92354

Primary Care Locations

Loma Linda University Physicians
Medical Group, Inc.
(Internal Medicine)

11370 Anderson Street
Loma Linda 92354

28115 Bradley Road
Sun City 92586

27990 Sherman Road
Sun City 92586

Loma Linda University
Family Medical Group, Inc.
(Family Medicine)

25455 Barton Road, Suite 106B
Loma Linda 92354

11370 Anderson Street
Loma Linda 92354

Loma Linda Family Medicine Center
(Family Medicine)

34636 County Line Road, Suite 32
Yucaipa 92399

Loma Linda University Medical Care Center
(Internal Medicine)

11441 Heacock Street, Suite A
Moreno Valley 92557

Loma Linda University
Pediatric Medical Group, Inc.
(Pediatrics)

11370 Anderson Street
Loma Linda 92354

11441 Heacock Street, Suite C
Moreno Valley 92557

28115 Bradley Road
Sun City 92586

27990 Sherman Road
Sun City 92586

Participating Plans

We accept most insurance plans, Medicare assignments, all major PPOs, and the following HMOs:

Aetna
(commercial & seniors)

California Care
(commercial)

Cigna Private Practice Plan
(commercial)

FHIP
(commercial & seniors)

Foundation Health Plan
(commercial & seniors)

Health Net
(commercial)

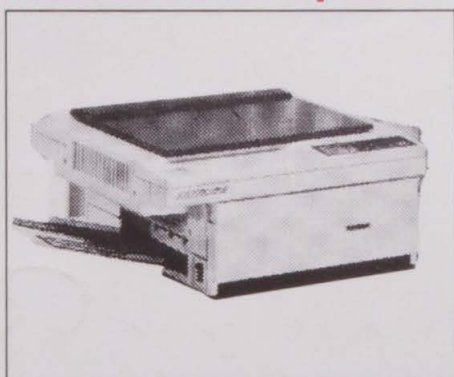
Contact your HMO or employee benefits representative to find out how you can join our healthcare system.

ADVANCED BUSINESS MACHINES

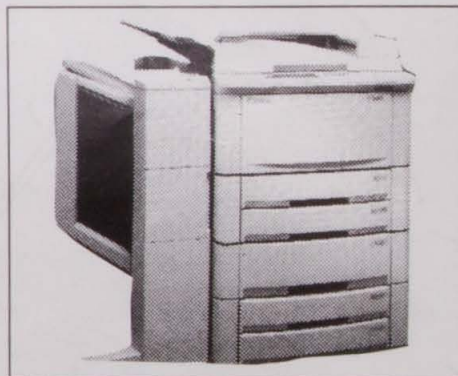
FREE COPIERS!

**Advanced Business Machines will be offering
photocopier equipment at absolutely no charge!**

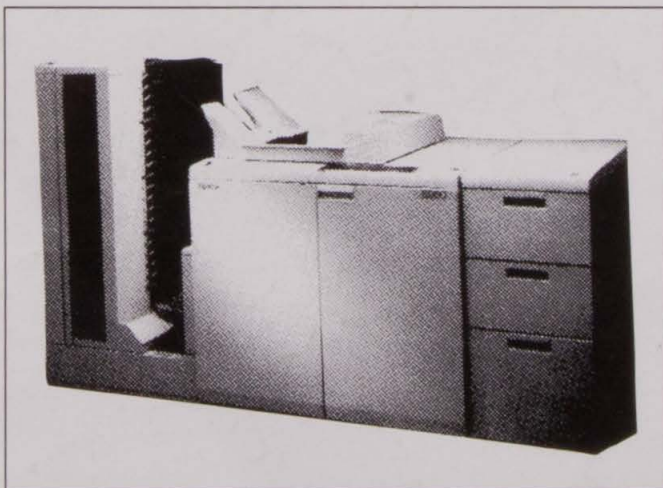
From small table tops...



to mid-sized units...



and large duplicators.



**ABM will place a unit in your office
FREE OF CHARGE.**

**Customers will only pay for the
copies they produce,
at a savings of 30% to 50%**



**BEFORE YOU BUY OR LEASE ANOTHER COPIER, CALL US FIRST
(714) 588-7526**